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MEN'S WEAR REVIEW.

MEN'S WEAR STORE WITH MODERN EQUIPMENT

An excellent view of the new men's wear department of D. E. MacDonald & Bros., Guelph. At left-hand side are revolving hat cabinets, each containing 200 hats. Note suit cabinets with plate glass tops. At back are curtained cabinets for boys' clothes. On right side is latest equipment for collars, hosiery, gloves, etc.

JANUARY, 1915

THE MACLEAN PUBLISHING COMPANY LIMITED

PUBLICATION OFFICE 143-149 UNIVERSITY AVE. TORONTO

SUBSCRIPTION PRICE $1.00 A YEAR

The Original Optimist

ROBINSON CRUSOE was the Original Optimist. Times looked bad for Robinson—couldn't have looked much worse. But he didn't say "What's the Use"; didn't lie down, whimper, kick, and growl at destiny.

No, Crusoe used his *head;* he *thought*—then he thought some more—real serious line of thinking. Just what to do was the puzzle Crusoe was solving. Finally it came to him in a flash—"I have it," said Robinson,—*"I'll advertise."*

A thousand miles from nowhere—a possible buyer coming within reading distance of his ad every few years—that was Robinson's outlook. It was hard times,—business depression, a stringent money market,—also what Sherman said about war.

But Crusoe, as before mentioned, was an Optimist, also a believer in persistent advertising.

He wanted a ship—how would he get it? Answer—"Advertise." And he did—flung a shirt from the top of a pole.

The first advertisement brought no returns.

But Crusoe wasn't discouraged. He changed the "copy" — put up another shirt. Yes, times were hard—awful hard; but Crusoe won out—he got his ship—and he did it by *persistent advertising.*

Crusoe was the original Optimist.

Sales Booster

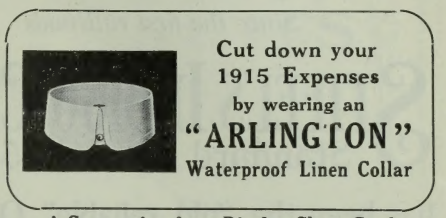
THE FIRST

Certainly, you're right into stock-taking up to your neck, and, well we can't blame you much for being a little indifferent about whether you push sales now or not.

However, stock-taking won't bring in the cash, which is quite a necessity now-a-days in running any business.

You perhaps forget that many of your customers with the pressure of the holiday season over, are taking stock too—taking stock of their wardrobes, and perhaps finding the cash reserve in a depleted condition have decided to carry out some small economies to balance up "the ledger."

Now is your time to take a few minutes off and stick up a natty little window display of waterproof collars — Arlington Brand if you have them—place right in the centre a neat ticket using an illustration of a collar and, if Arlington collars, word it like this:



A Suggestion for a Display Show Card

Explain to prospective buyers that they can eliminate the laundry bill by simply using soap, water and sponge and have a brand-new, clean collar every morning.

Point out that Arlington Collars are made in the most popular styles for both young and older men, in dull linen finish and that they, as well as the five other Arlington lines, give the best service of any brand on the market to-day, being a third heavier than similar priced collars in other makes. There's a grade to meet every requirement of your trade, ranging in price from 70c to $2 dozen.

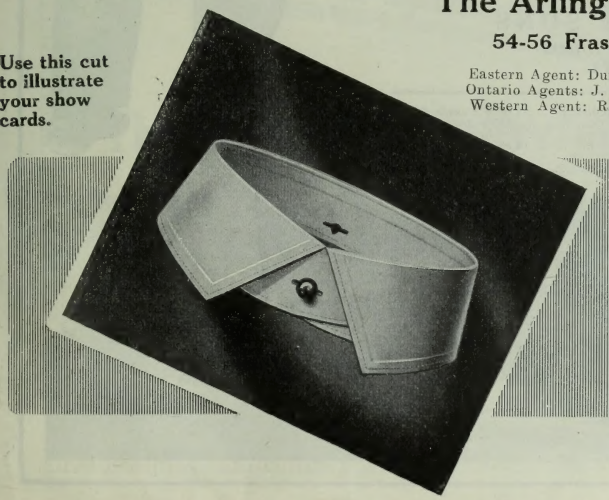
Boost Arlington waterproof collars for bigger 1915 *business.*

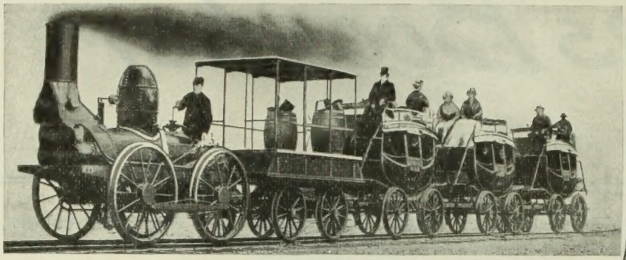
The Arlington Co. of Canada, Ltd.

54-56 Fraser Avenue, TORONTO

Eastern Agent: Duncan Bell, 301 St. James St., - - - Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block - Winnipeg

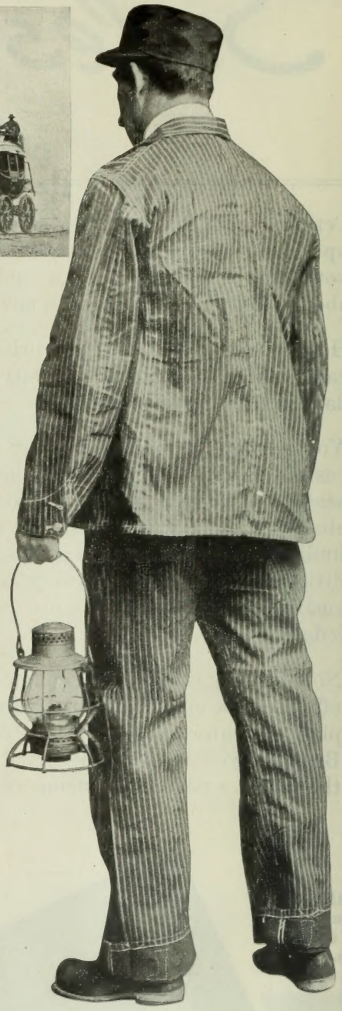
Use this cut to illustrate your show cards.





Since the first railroads

STIFEL'S INDIGO CLOTH
Standard for over 75 Years



has been the "old reliable" Overall---Shirt--Uniform--Jumper--cloth for the *"men of the road,"* factory and field.

To three generations of dealers and wearers it has demonstrated that *it's the cloth in the garment that gives the wear.* Stifel's Indigo wears like leather and looks good as long as it lasts.

Be sure you see this mark **on the back of the cloth, *inside* the garments before you buy. It's your guarantee and your customers' guarantee of the genuine Stifel Indigo.**

REGISTERED

All printed Denim patterns are protected by patents.

Cloth manufactured by

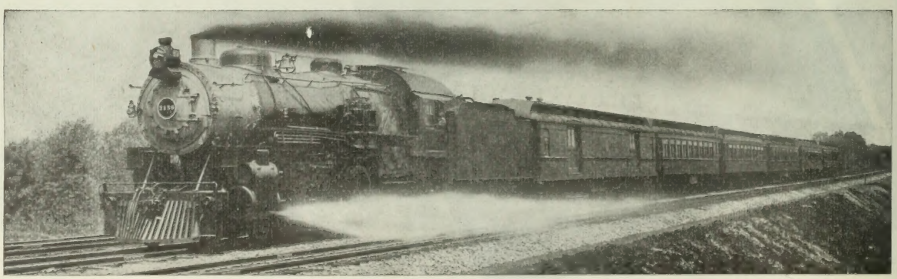
J. L. STIFEL & SONS

Indigo Dyers and Printers

WHEELING, W. VA.

SALES OFFICES

NEW YORK.....260-262 Church Street	BALTIMORE.....114 W. Fayette Street
PHILADELPHIA.....324 Market Street	ST. LOUIS.....425 Victoria Building
BOSTON.....31 Bedford Street	ST. PAUL.....238 Endicott Building
CHICAGO.....223 West Jackson Boulevard	TORONTO.....14 Manchester Building
SAN FRANCISCO...Postal Telegraph Building	WINNIPEG.....400 Hammond Block
ST. JOSEPH, MO.....Saxton Bank Building	MONTREAL.....100 Anderson Street



Penmans

Closed-Crotch UNION SUITS

The Family Man Prefers *Penmans*

What a man finds best for his own use, he naturally buys for his family. When he has found by personal experience the comfort, warmth and durability of Penmans goods, he sees that wife and the youngsters get the same make.

This is the trade you capture when you handle the superior Penmans lines, a solid, good-repeating class of business worth going after.

How are your stocks of Penmans Underwear, Hosiery and Sweaters?

Made in Canada by

PENMANS LIMITED, - PARIS, ONT.

WARRANTED HIGH GRADE KNIT GOODS PENMANS pen Angle

A complete Cardwriting Outfit

goes with every course in cardwriting given through the

"Edwards Short-Cut System."

THE moderate initial cost of the complete course is practically the only cost and this may be paid in convenient instalments.

What You Get

The most complete, most practical and simplest course on the market to-day—the personal attention and criticism of the author of the course, who has had extensive experience in actual department store work and who has proven his ability as a cardwriting instructor. With every course goes a complete outfit, every article the best and most practical. Satisfaction is guaranteed. **If interested in making yourself a necessity whose place is not easily filled, write to-day for our handsome two color prospectus. Act now.**

The Shaw Correspondence School

Yonge and Gerrard Sts., - TORONTO

Boy Customers to-day— Men Patrons to-morrow

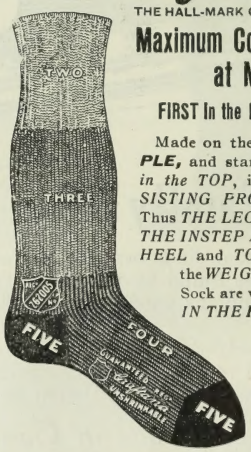
Have you ever figured that in satisfying the boys of your community with their clothing you are laying the sure foundation for their trade as they go into manhood?

Keep the boys satisfied by selling them or their parents Lion Brand clothes—the smart, dressy clothes that withstand the rough and tumble play of the healthy, robust boy.

Every coat has double elbows, every pair of knickers has double knees and seat. Why not have the agency for your town? Write to-day.

The Jackson Mfg. Company
CLINTON, ONT.
Factories at :—Clinton, Goderich, Exeter, Zurich

"Craftana"



THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR,* and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET,* making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

MEN'S WEAR REVIEW.

JANUARY, 1915

Tie-up on Coarser Grade Cloths Continues

But the Better Class Grades Are Coming Through—Even in Case of Coarser Fabrics Delay is Not as Bad as it Was—Converging Prices—Coarser Appreciate; Better Graded Prices to the Consumer Remain Unchanged.

Written for The Review by a prominent importer.

CONDITIONS for importers of cloths and fabrics do not alter very much as the weeks go by. Delays and tie-ups are still the order of the day. The mills in Great Britain are still working night and day. They have never enjoyed such prosperity in so far as being kept busy is concerned. But this does not help the importer in Canada very much to get his stuff through. It is in the cheaper lines of stuff that the tie-up occurs. The better grade continues to come through from Great Britain and to arrive here pretty well on time. This is the stuff which is priced about $21 or $22 and upwards. But cheaper lines are harder to get.

We are not experiencing difficulty in actually getting the cloth over. Our trouble is that it is all delayed. Three or four or five weeks behind on every order makes difficulties at this end. The likelihood now is for the stuff to come through more on schedule time, because the Government orders in Britain cannot last for ever. Some of the mills that were working their men from six in the morning to nine at night—a fourteen-hour day. And there are signs that the tie-up is loosening. However, it will be difficult for some time yet for importers to be sure of having their goods on time here.

Converging Prices.

Prices show that the tendency to converge which was noticeable some three or four weeks ago. Lower grades have certainly appreciated, and are still going up—though much more slowly. There is a demand for lower grades which seems to increase rather than decline. One dealer suggests that the reason is because the consumer sees so many retailers selling suits and overcoatings at low prices that he expects to be able to buy much more cheaply nowadays. There is comparatively little demand for high class cloths for suitings and overcoatings. The result is, therefore, to send down the prices, and they thus tend to meet the upward prices of coarser grades. The mills in the West Riding of Yorkshire are feeling the truth of the adage about the "ill wind." Certainly, it blows them some good, because the natural trend year after year, if markets were open, would be for shoddies to decline, since rags—from which they are made—are easier year by year to procure. But the demand for khaki has kept the mills busy and shoddies and coarser grades of cloths have become a second consideration in the making, and yet a first consideration to those who would buy.

The khaki trade has been a real savior to towns like Bradford and Batley and Dewsbury although there is lots of money in rags—strange as it may seem—and the people at Bradford and Batley and Dewsbury are much more wealthy than they pretend to be. Still, the khaki orders have come at an opportune time for their mills.

Serges Difficult to Get.

It appears now that serges will be very difficult to get from Great Britain from now on. The trouble is first of all that to which I have referred—the tie-up in general and secondly, and this is more important, the fact that the dyers in Britain can get no dyes immediately. These, of course, come from Germany, and are non-obtainable just now. It is a matter of real difficulty to get a good fast dye on serges without the German dye-stuffs. The same applies to linings. The cloth people, in this regard, are therefore at a full stop, unless somebody steps in and does things. The Government, it is felt, has saved the situation in Great Britain by backing a big co-operative syndicate for the purpose of making dyes.

It is understood that serges will be dropped to a marked extent in Canada next Spring and Summer. Cashmeres, pilots, whip cords and other cloths will predominate. The only point is will serge come back? If you drop a thing and preach to the general public that you have something else just as good can you ever persuade the public again to take up the thing you dropped? Serge is an old stand-by and a tried and tested fabric, but if the people have to do without serges, well, they will do without them, and then they may be loth to take them up at some future time.

Prices to the Trade.

The prices on better class serges to the trade will be up slightly for Spring, and more in the fall, because, cheaper lines not being procurable, the better lines will be the only lines. Levels will not show very great appreciations, however. On cloths generally, prices for Spring will not advance, notwithstanding the difficulty the importer has to contend with, and the higher prices to him. Better half a loaf than no bread. The trade has got to be created in a time like this; it does not—taking it by and large—flow of its own accord. The retail stores in any city are a testimony to how cheaply clothes and almost anything else can be bought just now.

DINNER FOR NEWSBOYS.

W. L. Joyner, the well-known men's wear man of Moose Jaw, Sask., has made an announcement that has taken the newsboys of that Western city by storm, that on the evening of January 12th he will entertain them at a Christmas dinner, to be served on the main floor of his store. Mr. Joyner has always had a strong respect and admiration for the boy who is struggling upwards, and has shown this at various times in his own career. He came to Canada about twenty-five years ago and found work in Ottawa. Before locating in Moose Jaw in 1912 he was vice-president of the A. A. Fournier Co., Limited, Ottawa, with which he had been connected for eighteen years.

Store Features a Symphony in Grey

This Shade Predominates in Neckwear in Certain Quarters — Taking up the Tweed Hat — Horizontal Strip in Ties—White Silk Band Instead of Black for a Monocle.

By a Toronto Staff Correspondent.

IF it be true that there is nothing new under the sun, what a lot of people there must be in the business world who are guilty of what Mr. Winston Churchill called "terminological inexactitudes"! On the other hand, if there really are as many new things as the inviting windows of stores assure us, then the old proverb must be taken in its broadest of meanings. I incline to this latter way of looking at it, for in Men's Wear at least, there is much that is new.

A Symphony in Grey.

In the windows and store of Bilton Bros. you have a symphony in grey. This shade is featured and is worn a good deal just now by smart men. It predominates in neckwear. This is of all sorts of styles, wide, narrow, knitted, of a silvery grey color. Grey is useful because it clashes with nothing and it matches everything. It is particularly smart with dark cheviot cloth, made up in morning coat or frock, as well as in lounge. The quieter wave that is sweeping over men's wear this year on account of the fatalities on the battlefield is responsible for more attention being paid to grey, and truth to tell, one wishes sometimes that it might be a vastly more popular tint. Many men have no sense of fitness—it isn't that they haven't got some sort of taste—but they neglect the most obvious rules for color schemes. Imagine a sallow man wearing a crush strawberry pink tie! Yet you may meet them in the foyers of our theatres and on the street. Age too has much to do with the question of color fitness. It is a safe rule, when in doubt, to wear grey. It suits old and young, sallow and high-colored.

Grey gloves, in doeskin, are fashionable this year, and should be worn for visiting and semi-formal occasions. The shade should match the tie, if a grey tie is worn, and hose of the same hue all keep up the idea of the symphony in grey. Sir Wilfrid Laurier might have been called this for many years, though now and then he breaks in on the symphony by a heavy chord in the nature of a red tie.

As to Hats.

It is another mark of the British influence on American and Canadian dress that the tweed hat should have enjoyed such a good run this year. This may be had in either fedora or telescope shape—and more frequently in no shape at all. The first advantage of a tweed hat is that it suits all weathers, and that is a pre-requisite in Canada. It is not strictly smart for business wear, but what Sydney Smith used to call the "muddy giltitude" has taken it up to a marked extent, and I suppose that what legitimizes its usefulness and appropriateness as a business hat. It is an exceptionally comfortable style of headgear, and its easy, somewhat shapeless appearance is entirely suited to the material of which it is made. Jess Applegath featured some exceptionally nice shades in grey and fawn and these are still selling well.

It is possibly not surprising that the newest style in felt hats should have fallen flat—metaphorically, of course. I refer to the shape which is a cross between the Welsh villager's hat and a sort of dwarfed stove-pipe shape which Parisians used to affect in the days when Montmartre was a hurly-burly of everything quaint and original and Bohemian. We had it in the Summer, in straws, the high tapering crown, and narrowish brim. It wasn't so bad in a straw, but in a felt it has not taken the public fancy. The old, gracefully curved hat, in all its multifarious shapes, still holds sway with the man who wears felt at all.

Yet, strangely enough, it has "caught on" in the silk hat. Most of the well-dressed men are wearing this new shape in their silk hats, and opera hats, and it is certainly a finishing touch of smartness.

A Natty, Cloth-Topped Shoe.

In one store I saw a very smart model in the cloth-topped line. The lower part of the shoe was of patent, and was quite plain, no pattern at all. The upper was of cloth, and the material was a dark grey cheviot cloth, such as is used in morning coats and so forth. It looked very dressy, and the plain patent added to the effect.

A "Different Stripe."

We have had ties now for such a long time that have the perpendicular or diagonal stripe that, except in knitted lines, the horizontal stripe has almost been forgotten. But I see that Stanley and Bosworth are featuring some of these again in silk lines, broad ties, and they looked mighty effective. The colorings were many, and usually the stripe was a quiet one, contrasting not too sharply with its background. The stripes should also be about half or three-quarters of an inch apart. Whether the horizontal trend will be marked or not is difficult to say. The perpendicular,—and this applies to the patterning of hose, too—has one big advantage; it gives the impression of added height, whereas the horizontal style tends, perhaps, towards squatness. But this only applies to men of slight build, and the majority of people are growing taller—so the Government returns in England say—as the generation follow one another.

Tie-Pins and Such.

Half the effect of a man's neckwear is in the tie-pin. The collar and tie count for much, but the finishing touch is the pin. In this particular the Canadian has it on the Englishman. Generally speaking he can afford a nice pin, and afford to give good money and get a good one. The Englishman does not affect the jewelled pin for day wear so much, for the simple reason that in the main he is not as well able to afford it. A few years ago though, there was a pin introduced which is now getting into favor in Canada. It was the bar or safety pin, a long gold bar, plain and about an eighth of an inch in thickness. This looks particularly well on a dark tie, and is moreover a great help in the set of the tie. It keeps its shape, and is useful in holding the tie away from the collar just that little bit which relieves the flat appearance. There are different opinions about this pin (the play on words is not intentional.) Some think it is too racy looking, and should be regarded as the portion of the betting man, but there are quantities of them sold nowadays.

Anything For Novelty.

Time was when this country would not stand for a monocle. The la-di-dah who gazed at the world from a single-spectacled background was accused of "putting on the haw-haw,"—to descend to a vulgarism. But

Continued on next page.

A Few Soft Velours Are Still Selling

Some Stores in St. James Street Have a Few on Hand—New Style of Bandana Scarfs, Long and Narrow — Colored Collars Losing in Demand — Not Repeating on Regimental Colors.

By a Montreal Staff Correspondent.

MONTREAL, January 14.—A month from now it will be possible to make some more interesting observations on what is being shown in Montreal stores. Buyers will by that time have returned from New York and elsewhere, supplied with Spring novelties. At present, discount sales are the order, from the high-class houses on St. Catherine and St. James Streets, to the humblest stores in the east end. We are between seasons, and strong efforts are being made to clean out before the Spring business sets in.

Demand For Small Dress Stuff.

With the shortage of money which exists, the tendency is to curtail functions of all descriptions. This is equally true of dances, with a consequent curtailment in buying of evening dress. This business was good around New Year's, but slackened off early in January. The demand was mainly for small stuff, such as shirts, collars, gloves and waistcoats. The white mushroom shirt, as was expected, proved very strong, plain and fancy pique also selling well. Black back gloves had a bigger call this year than ever before.

Oriental Designs Hold in Neckwear.

What new neckwear has arrived during the past month shows a marked tendency to Oriental design. These are shown in green and old gold, green and red, blue and old gold, etc., being figured and brocaded. Roman stripes prove popular, and excepting ties made from grenadine silk, are perhaps the best sellers. The latter, which are remarkable for their durability, sell almost at sight. Neckwear in regimental colors went well for a time, but few firms will repeat on them. Knitted ties, mostly stripes, bring good prices in the better class stoves. Plain shades in crepe enjoy only a moderate demand.

Colored Collar Short-Lived.

It is difficult to find anything new in collars. Colored novelties, as I predicted, did not remain long, and proved only a short-lived fad. A well-known manufacturer has arrived on the market with a new collar, which in shape differs little from the moderate cut-away to which I referred a month ago. That, and the collar with the V at the throat, are holding their places on the market, which means that nothing new has so far appeared.

Stiff Front and Very Short Bosom.

A shirt with stiff front and very short bosom seems to meet with considerable favor. It is made in black and white and the usual colors. Negligee shirts are fairly good: sales of pleats are only medium. As stated before, white mushroom pleats are still very fashionable for evening dress. Taffeta wool and flannel are in demand during the cold weather.

Not Much in Fur-Lined Gloves.

One of the features of the glove trade is the lack of interest the public are showing in fur-lined goods. This is attributed not so much to a desire to economize, as to a marked tendency towards a lighter glove. White knitted silk gloves, white chamois, and Angora wool gloves in grey and natural, are all enjoying fairly good sales. The wash cape with black trimming, to which I referred in a previous issue, has had a remarkably good sale.

Bandana Scarfs.

Bandana scarfs have held their own very well throughout the Winter, selling from $2 to $5. There is a new style, which is long and narrow, instead of in a square, which can be purchased for $3.50 at high-class stores.

The knitted scarf is becoming a thing of the past, excepting plain grey and white, which are being worn considerably for dress.

A St. James Street store has an attractive dressing robe, for which they are asking $18. It is of twill silk, with shot effect, the cuffs, collar and cord differing in color from the rest of the garment.

A Few Velours Hats Selling.

Just now it is impossible to say very much about hats. As I stated before, it is in between seasons, and merchants are in New York making their selections for next season. I notice that soft velours are selling freely on St. James Street, even though some of them do have the Austrian stamp plainly on the inside. The ordinary peak cap, light in weight and in color, appears to be holding the field quite as well as the chinchilla storm cap, which sold so readily early in the season.

STORE FEATURES A SYMPHONY IN GREY.

Continued from page 40.

monocles have their users in Canada nowadays: all the Algernons and Marmadukes are not in London. For two seasons now a feature of evening dress wear has been the eyeglass band, a strip of black which ran across the shirt front, and relieved the monotony of dead white. In Bilton Bros.' window the other day, however, I saw a variation. This is a white silk band, not a black one, about the same thickness, three-eighths of an inch wide. It will not give the same contrasting effect with the shirt which the black one did—unless we take to black silk shirts—but on the other hand, when the eyeglass is used, the white band will show out well against the black coat. I see that this white band has had some vogue in London, and in these patriotic days, we dress from Bond Street.

H. S. E.

ON TO THEIR CURVES

JOHN Hadden, who is running a large tailoring establishment in Winnipeg, once posted the following notice: "All requests for leave of absence owing to grandmothers' funerals, lame-back, housecleaning, moving, sore-throat, baby sick, headache, wedding, etc., must be handed to the manager not later than 10 a.m. on the morning of the game."

Stiff Hat Coming Back for Spring?

Travelers Report Greater Demand—More Conservative Shape Taken — The Curl Brim Will Have Prominence—No More Welsh Hat Shapes—Fedoras To Be Strong in Soft Lines—Elimination of Strong Contrast Bows.

HAT salesmen are on the road with their samples for Spring, in felts and soft lines. The marked feature which all of them are recording is the revival of the demand for stiff felts. These had little sale in the Fall; in fact, they were a disappointing quantity, but the call is coming in now for derbies. The general opinion now seems to be that the smart man is surfeited with soft hats. In the Fall of last year the hat oracles proclaimed a soft hat season. So it was, and now the pendulum would appear to be swinging the other way.

The evidence is to be found on the streets of the big cities. Our smarter humanity now tends to be felt-hatted more than soft-hatted.

High Crown and Curl Brim.

High crown lines are featured. Low crowns are defunct. All are high, though in varying shapes. The popular line is a pronounced curve on the crown. There is no approach to squareness, but a pronounced curve from brim over to brim.

Trimmings are a little wider than the Fall stuffs. Some of the new hats have the Anglesey brim.

The bow is either hand-tied or ordinary and is either on the side of the hat or three-quarters. Both styles are being featured. The one place where the bow must not be is on the back. This is the Austrian style, and is therefore taboo.

It will be seen that we are getting back to the more conservative style. The model in the shape of a Welsh hat, a sort of tapering crown, is not to be featured in Spring stuff. The innovation was not a success.

Some New Soft Lines.

In soft hats there is little sweeping change, the modifications being in detail chiefly. The soft hat, it is thought, will not have the same big vogue as last year when the stiff lines were not competing at all.

The Alpine fedora likely will be the leading shape. These are to be very strong, particularly those lines which have the curled brim. Bound and welt brims will also make a big showing. While the fedora shape is to be the leader, because it is the style which suits practically any shape of head, there will be some telescope crowns, as there are every year. These will be of medium height and have the slightly curled brim. Some rush-and-tumble shapes will be featured, hats that are at your service either as fedoras or telescopes. These are to be strong, in grey particularly.

While the general tendency is for higher crowns, there will be some tape shapes shown. These may have either a curl or flat brim. Some of them have the pneumatic or rope-edged brim: a string of rope running through the edge of the brim which raises it.

Contrast Ribbons Scarce.

As to trimmings, contrast ribbons are to be scarce. Any there are will be in much quieter contrast than heretofore. There will be no really light bands on dark background, but the fairly dark band which shows up not too conspicuously against the darker shade of the hat will have some little vogue.

The bow, as on the stiff ones, will be on the side of the hat or three-quarters. Mostly all will be hand-tied effects. A new style is the cross-bow, diagonally crossing on the reverse side from the actual bow. This is a strong point with the flatter brims.

Some Hat Ideas for Spring

Soft Hats Have Straight, Dip Crowns—Few Panamas Will Be Worn—Straws Have Higher Crowns, With Shoulder or Side Bows—Bullet Crown for Stiffs

Special Montreal Correspondence.

SPRING is not so far away. At this short distance one is able to form a fairly accurate idea of what will, and what will not be worn on the heads of Canadian young men. A rough survey of possibilities will assist the merchant in his buying for next season.

The soft hat is going to be a big seller again. That is sure. The panama is not going to be a big seller. That also is sure. Latest models have a fairly straight dip crown, but can also be worn as a fedora. All crowns are higher. Contrast bands will not be as popular as they were in 1914, but will blend more with the hat, and be slightly narrower. The puggaree band is also becoming a thing of the past. Soft hats of mushroom shape will not be good sellers. The new hat will be blue chiefly, or slate, but colors will not be unpopular.

The young fellow's stiff hat for 1915 has a bullet crown. There is little change in the band, except that it will be of large or small cord. The bow is at the shoulder or side, and not at the back. It would be ridiculous to attempt to carry contrasts in stiffs during the coming year. Bands on stiff hats will be black bands.

Taper Here Again, But Weak.

As for straws, the newest English blocks indicate high crowns. These were introduced a year ago, but were not big sellers. The high taper crown was not a success in 1914, but it is here again, but will likely take second place to the straight high crown, 3½ by 2⅛ inches, having a band of 18 lines.

Back bows on straw hats are a thing of the past. Next year they will be worn on the shoulder or side. The brand is made of sennit braid, which is another name for seventh stitch. As stated before, the taper crown straw will be shown, but will sell more to the lower classes than to the well-dressed young man. It will have a 24-line band. The business man will wear the straw above described.

Except for lower prices hats, panamas will be pretty well out. People are getting tired of them. There may be a limited sale to gentlemen for outing purposes, but where they sold freely at ten to fifteen dollars a year ago, there will be few sold in 1915.

Plain Straw Hat Bands.

Straw hat bands will be plain. A few fancy ones are being introduced, but are very few. Hat bands containing regimental colors have been on the market, but will not affect the trade, being more in the nature of a club band.

Caps are being made with the wide crown again, in the "golf" style. They are made light in weight, and run in all colors, but grey, fawns and browns predominate.

A fire in the store of P. Grossman, men's furnishings, 1425 St Catherine St., east, Montreal, early in January, did several thousand dollars worth of damage.

Who Determines Fashions for Men's Hats in Canada?

What determines the fashion in men's hats for Montreal? If I were to come out with a flat-footed statement, there would be a storm of protest from merchants all over the metropolis. If you were to ask me who determines the style of hat that will wear next Summer, say in Toronto, or Ottawa, or Winnipeg, or St. John, I would find more difficulty in answering you. At least I could not point to one particular man, and say, "He did it." That is what I can do in Montreal, and I believe I am right, although you, and scores of others, may disagree with me. I shall mention no names, but shall indicate pretty clearly to whom I refer.

On other pages of this issue will be found prognostications on the later fashions for Spring. These are, more or less, general, confined to a bald statement that the soft hat will have a higher crown, possibly a dip crown, or fedora if desired. Then again, it is safely argued that the stiff hat will tend more to the bullet shape. However, it would be a far more difficult matter to talk about what will be worn all the way across the Dominion of Canada. It certainly does not follow that what is worn in Montreal is also being worn in Toronto, or Halifax, or in Vancouver.

TORONTO MORE EXTREME THAN MONTREAL.

In that respect, Canada differs radically from the United States and European countries. We are far and away more conservative than the United States, and much less susceptible to the whims of fashion. Several years ago we were governed still less by prevailing fashions. Gradually the novelty hat is making inroads, and to-day there are cities in Canada where young men wear hats according as they are worn in New York or in London. Toronto is a very close imitator of New York, while Montreal wears something which combines the novelty and the staple. The bulk of Montreal trade will not go to the extreme as in Toronto.

WINNIPEG THE MOST COSMOPOLITAN OF ALL.

Taking a glance at other cities, we find Quebec very plain, indeed, and Ottawa resembling Montreal in its quasi-novelty, quasi-staple tendencies. The influences in the Capital are about equal. Winnipeg is a more cosmopolitan city, and is a market for all kinds of stuff, from the commonest to the very finest. It is difficult to describe the position of Winnipeg in this respect. Vancouver handles mostly English stuff, and does not follow the Americans in stiff hats. On the other hand, the bulk of their soft hats are of American manufacture. Going to the other extreme, Halifax is very English in both soft and stiff hats, and more especially in caps. St. John, on the other hand, is more American.

GOES AFTER THE SEASON'S NOVELTIES.

Climate has quite a lot to do with the fashions of our cities. Toronto, more or less, wears soft hats the whole year round, and in that time her fashions change repeatedly. Montreal on the other hand, puts aside the soft hat to a great extent—as soon as the weather smells like zero. When Spring comes, it is the man who captures the bulk of the young man's trade who determines to a great extent what will be worn in the Canadian metropolis. There is a merchant there who, more than anybody else, goes after the young man's trade. He does not give a snap-of-the-finger for staple trade, but makes a respectable living by introducing the season's novelties to the well-dressed young man. It is unnecessary to state that his store is in the up-town district. He takes chances, and often you find him clearing out stock at ridiculous prices to make room for next season's goods.

In this respect he differs from many of his fellow merchants, who cater more to the older generation. Among the latter class are men who wear the same style of hat all their lives, and only need to call their hatter on the 'phone to be suited to perfection. They require a staple line, known to the trade as the "gentleman's hat." Such dealers often carry lines for years and years, and never require to clear out their stocks at ninety-nine cents, for their stock is as good next year as last year.

Consequently, there are two distinct trades in Montreal: one for the well-dressed young man, and the other for his father. Both are important. One rarely encroaches on the other. It is the former who creates the fashion for this city. He goes to New York, and seeks out something that combines the novelty with the staple, and what he chooses becomes more or less the standard of fashion.

On the other hand, it often happens that these two stores carry the same style of hat, but present them to their patrons in entirely different forms. The young man enters his store and purchases "the latest thing" which the hatter twists in such a manner as to give it a distinctly sporty appearance. He leaves the store with cane and gloves, convinced he is dressed right up to the mark. At the same time his father enters his store, and purchases something new, which makes him look well dressed. The two return home, and each discovers that the other is wearing a new hat. To all appearances they are two different shapes. Close inspection shows, however, that their hats are identically the same, but are worn differently.

C. W. B.

New York: So Near and Yet So Far

Formal Dress in New York Approximates, Though it Does Not Quite Arrive at London Styles —A Comparison in Morning Coats—The Gauntlet Glove—The Ascot or Cross-Over Tie Comes Back.

NEW YORK, Jan. 14.—It is a strange thing, but no matter how near London tries to get to New York styles in the matter of dress—thought it does not try often—and no matter how near New York tries to get to London, it never reaches the mark it is aiming for, either of them. And in a case like this, a miss is worse than a mile. A wide difference is better than a near approximation which is yet but an approximation and not a meeting point.

For some time now New York has favored the English cut in suits. It has scattered the padded shoulders which made every man look like a policeman—to the four winds of the heavens. In their place we have the sloping or the straight shoulder, whichever is suitable, but always unpadded and natural. That is London. And New York has foresworn what once was a darling possession—peg-top trousers so baggy that they would not get into a respectable trouser-press—and has adopted the medium width trouser of British custom. It is true that London came part way in this trouser question. Several seasons ago the trousers of the Britisher were as lamentably tight and stove-pipish as the New Yorker's were too sack-like. New York is dressing from London now. Temporarily it has decided that it will follow London's lead; later it may return to the task of setting its own fashions.

And yet no matter how many American houses sent their cutters over to London, the American tailor cannot cut a suit on the English style. He just misses it, and the effect is quaint.

Graceless, Because So Near To Graceful.

This was very noticeable the other day when I was talking to some men who are reputed America's best dressers. One man was wearing a morning coat suit. The thing was positively graceless because it came so near to being graceful. It compared oddly with that of the man who was standing near, a well-known figure in Bond Street, London. It was cut with an attempt at a decided waist, but the curve was not the right curve. It was supposed to be morning-coat length, but it was not the right length. The shoulders were set in a curious undulating curve instead of either a frank curve or a frank slope, giving even from a front view an impression of round shoulders. The vest, which was a thing of broad lapels which crossed over each other, had a "V" at least three inches too long for conformation to morning coat styles of this year, and most outstanding fault of all, a double lounge collar was worn.

Compare the Londoner.

Compare the Londoner who stood by. He was wearing a morning coat suit cut, first of all, to hang the right length. The waist was pronounced and yet not too tight. The lapels, which had a slight oval tendency on the outside edge, crossed one another at the button leaving the one on the left to sweep over a couple of inches, thereby giving the under-lapel scope to continue the line from the top of the lapel to the bottom of the front tail in grace and elegance. The shoulders were sloping straight down, evidently sitting well on the shoulder of the man wearing them. The whole appearance was just that mixture of military precision and indolent grace which Bond Street achieves. The outstanding impression was one of ease and superb fit. The American who was wearing the same sort of suit looked anything but at home in it, simply because it came so near to and yet was so far from being truly a morning coat.

There is a decided call here among the best dressed men for the frock overcoat. This again is a London mode, and has been popular there for formal wear for many years. It is made usually of a soft vicuna cloth, has pockets which are cut on an angular, semi-diagonal plan; the tails and skirt which are characteristic of the ordinary frock coat, and the broad lapels, with a slight oval tendency on the out edge which I remarked on in connection with morning coats. They fit very snugly at the waist, of course. Many of these are being worn this year. The collar may be of silk or velvet.

Whether the gauntlet gloves will be popularized or not remains to be seen but these are being worn by some of our fashion-setters. Various browns or greys or plain white buckskin are the colors, and they have no buttons. The soft gauntlet wrist is apparently a la mode. But the average man will take a long time to accustom himself to these and by that time the leaders will have something else new.

Ascot Scarf Back.

The Ascot scarf is coming back again, after an absence of several seasons. This is a throw-over scarf much affected in London, and is usually of a black background with some quiet spot pattern. Occasionally striped ones are seen. The correct collar is the "butterfly" cut perfectly straight, known to some men as the legal shape. The pear pin is the general decoration, and quite a number are to be seen even in these days of financial stringencies.

Many scores and hundreds of mufflers must have been sold of late. The popular taste runs to plain white silk or black and white close-knit silk. To the plain white there is usually a border in color or colors. The stripes in the black and white run lengthwise. Grey is being featured too. Brighter colors do not seem to have caught the public fancy.

Fewer Soft Cuffs

Is Tendency to Go Back to Stiff Cuffs for Summer? —Khaki for Next Winter.

MANUFACTURERS, more or less, have been occupied during the past few weeks with Government orders, and have not yet had time to pay any attention to novelty lines for the coming summer. One house is just finishing off a $125,000 order for flannel shirts required by the British Government. On this they have been working night and day for the past few months. The last shipments are now being made, after which they will be able to pay more attention to domestic trade. But at present there are no new models on the market.

When asked by The Review for his opinion of what would be worn during the coming year, one of the best known manufacturers stated that he believed there would be less soft cuffs worn, giving place to the stiff cuff. While there has been talk of stiff fronts, he did not believe that the soft front would be ousted this year. He expected an enormous demand for khaki flannel shirts for next winter, and the public would have difficulty in getting them. These garments would come out in flannel and union, and in khaki and grey.

The representatives of an English shirting house called on a certain manufacturer, and was asked what would be worn next Summer. He was unable to give an answer.

Will Wash Ties Be Popular Next Summer?

WILL wash ties come back next Summer? This is an interesting point just now to retailers who are placing orders for Summer neckwear. Last season, generally speaking, was poor in this regard. Few wash ties were sold in Canadian cities, though there were more sold in the West than in Toronto and Montreal. This was probably the reaction from the two or three seasons that went before, which were certainly money-makers on the wash tie proposition.

A big department store has placed an order rather bigger than usual. It found quite a demand for wash ties last year though it admits that it was below 1913 or 1912. This year's order is to be bigger, however.

American manufacturers are anticipating a good demand, and numbers of retailers have placed orders already.

Stronger in Some Localities.

It is a noteworthy feature of this question that this kind of tie takes better in some localities than in others. Manufacturers report that some large firms who are operating stores right across the continent have placed large orders for some of their stores but much smaller ones for others. For instance, the Central Western States are strong for wash ties next Summer, but the Eastern demand is not so great.

Wash Tie Suits Light Clothing.

The main reason why there should be a good demand is that far more light-colored suits are being sold nowadays for Summer wear, and the apposite neckwear is assuredly a wash tie. It fits in better with the atmosphere that the Summer suit creates. Hosiery and furnishings are on the light side too. Silk shirts are becoming "au fait" with numbers of men who did not wear them three or four years ago. Soft collars each Summer show an appreciating popularity. Moreover, wash ties can be made to harmonize better from point of color scheme with soft silk shirts and soft collars than the usual silk or knitted tie.

It is said that, judging from the samples, the manufacturers have certainly bettered their previous best in patterns this time. There is a great deal more variety and many added effects that will be entirely novel. As to patterns, there are stripes, embroidered effects, plaids and checks. Some very smart bat models are shown in pointed ends and in square ends so far as bow ties are concerned. Pale contrasting stripes are seen, and a very attractive tie is one with a plain cream background, upon which a bias stripe in blue, helio or pink runs at intervals of about three-quarters of an inch. This is in a pointed end bat. Spot patterns will have little demand, it is said.

Probably the four in hand shaped tie is the most popular. It has certainly been with us longest, and this usually has the panel design in quiet color upon a white or cream background. It is anticipated that the open end wide scarf will have quite a good run in wash ties this year. A particularly neat sample shown is a cream background with a thick dark blue or black stripe running diagonally at intervals of half inch or inch. Slighter stripes, and broken stripes are shown, too.

Crepe de Chine Model.

As to material, silks, cottons, linens and crepes will be used. Madras and picque are favored by a good many retailers, who claim that they launder better than silks or cottons, and that a better knot can be tied. An unusual tie has been ordered extensively by one big department store in Toronto. It is a crepe de chine, in cream and white, with embroidered effect. The store sold so quickly the few they had last year that they have purchased heavily again for next Summer.

Dyes Independent of Germany

British Government is Advancing Syndicate £1,500,000 to Start Operations on Big Scale—Essential to Output of £200,000,000 and 1,500,000 Workmen.

GREAT enthusiasm is shown throughout England in the working of a government scheme for assistance in the manufacture and supply of colors in quantities sufficiently large as to make Great Britain independent of Germany for the future. At a meeting of representatives of the largest firms that make use of artificial dyes the principle of the national effort was approved unanimously. England usually consumes about £2,000,000 worth of dyes a year, and these are essential to an industry of something like £200,000,000 per year, on which sum 1,500,000 workmen are dependent. Of this £2,000,000 worth of dyes, scarcely more than one-tenth is produced in England. Lord Moulton in bringing up the subject before the manufacturers declared that a great national effort was necessary as for a long period German chemical industries have been allowed to develop without challenge from Great Britain. The success of the venture would depend on its characteristics of being large, British and incorporated.

The proposal as outlined before the meeting was that a limited company should be formed with an assured capital of £3,000,000 divided into three million shares of £1 each. The government would advance the company half of that amount, £1,500,000, at the rate of 4 per cent. interest. The government would have the right to appoint two directors of the company with the power to veto any undue enroachment on the businesses of British manufacturers of products other than dyes, colored, or the giving of any undue preference as regards supplies, prices or otherwise to consumers of the company's products. The company, of course, was to remain British.

Agreement for Five Years After Peace.

The committee that was appointed suggested that those interested should subscribe to the share capital and enter into a contract by which they shall agree for a period of five years after peace is established, or five years after the expiry of existing contracts, to take their supplies from the company in all cases where the company is able to supply them of good quality, and at reasonable prices, but that if a consumer should consider that the prices fixed by the directors of the company too high, then they require that an independent referee shall investigate. To meet the difficulties of the present situation it was proposed to take over certain existing color works, and use these plants to manufacture certain dyes that were necessary. Steps towards this end have already been taken.

Patent Difficulties and Others.

Some difficulties that have come up have already been met with. One of these was the likelihood that they would be unable to secure the necessary alcohol

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What the Londoner is Wearing

The Streets Are Full of Khaki—Evening Dress and Morning-Coated Humanity in the Minority —Some New Dress Vests—Also Dress Ties — The Return of the Sports Coat — Vogue of the Soft Collar.

LONDON, Jan. 2.—A change has come over London in matters sartorial. The streets seem full of soldiers now; civilians are a minor quantity. This is particularly true of the leisured class, who might be seen formerly trotting round Mayfair in the morning, and lounging in the foyers of the theatres and at various social engagements in the evenings. The theatres are, of course, subsisting upon more or less thin houses, and at that the wealthy, evening-suited class seems conspicuous by its absence.

An attractive evening suit which is being worn by some of the more original is very pronouncedly waisted. The lapels gave a tendency towards being slightly oval. The collar is of dark blue velvet again, a style which was much affected among the better-dressed men three or four years ago. The trousers have a wider braid than has been in vogue latterly. The coat is caught by a loop in place of the bottom button. The whole impression is one of "finnickiness" in dress, but it suits some men.

New Dress Vests.

There are several new dress vests being worn here, new rather from the point of material and so on than from the point of shape. One is a cream silk vest, cut so as to fall in precise line with the fore-part of the coat, and edged with a thin black cord line. It is, of course, the wide "V" shape. Another, and more extreme, model is made of darkest purple silk, edged in like manner with the black cord. I saw two or three of these at Frascati's the other night. They are dressy for certain types of men, but they do not suit all. There is a tendency to patterned vests in the plain white, and some of them are mighty effective. The more subdued the pattern is the better.

Great latitude is allowed the Londoner this year in the matter of dress ties. Time was when black silk or white linen were the only two choices, and both were depressing enough. But the wider tie is much favored here now, and is had in all sorts of shapes and all sorts of designs.

A very natty thing is a white crepe, dotted here and there with white or silver spots, unobtrusive and neat. With the new cream vests that I spoke of a modish tie is a cream silk, edged with black. It is a widish tie, and makes a very neat bow. There are some few black bows edged with white, but they have not gone here.

This most comfortable coat seems to have taken on a new lease of life. It was originally designed for golfing or shooting wear, but three years or so ago became very popular as Summer wear, with trousers. It is something after the manner of the Norfolks that were popular in the States two seasons ago, with the exception that it is pre-eminently English; waisted and with gracefully hanging skirt, and is not so extreme as to shoulders as the American Norfolks were. It is made, moreover, of Donegal or Harris tweed, for the idea is to have an out-of-doors coat. A number of men just have the coat, while others have a suit made, wearing for golf and so forth the long trouser and for shooting the knickerbocker. The pockets of the coat are well defined and large. The "ticket" pocket on the right-hand side of the coat above the ordinary pocket is a feature of this Winter's style. The lapel is much lower than heretofore.

This is a most attractive coat for walking or sports wear, and bids fair to have another big season.

Soft Collar Has Vogue.

The soft collar has had a vogue for the last few months which it never enjoyed before. London seems full of young men wearing this instead of the linen collar, and very comfortable the boys look too. Contrary to the style of fastening you affect in Canada, Londoners do not use buttons or diminutive studs to fasten the two sides of the collar together. They use the bar pin, which catches the bottoms of the collar and lies across the intervening space. Black ties are as popular for soft collar wear as ever.

A Question Box

Saskatchewan R.M.A. Get One Another's Views on Live Problems —Figuring Out Debts to Merchants.

SOME of the local branches of the Retail Merchants' Association of Saskatchewan are displaying great interest in working out what is called the "local rating," a scheme by which the members bring their ledgers to the meeting and call out a list of their creditors, with a comment as to whether they are good or bad pay. A general list of creditors of retail merchants is thus made out, and by co-operation amongst the majority of local merchants it is possible to fairly secure a complete list of the total debts to retail merchants of a large number of citizens, and in this way each merchant has a good idea as to the kind of credit that each of the customers is.

The collection letters are also proving very satisfactory, and resulting in payment of bills after the second notice has been sent out to prevent the creditor being placed on the list as a delinquent.

Another very important and very useful scheme is being tried out called the Question Box. Questions are made out once a month, and copies sent out to each branch in the province, one being for the secretary and the other for the president, asking them to take them up and discuss them at their meetings. The secretary makes note of the various opinions expressed, and sends in a report to the provincial office. There a file is kept under each subject, and the provincial officers are thus enabled to form an opinion as to the feeling of members upon the subject, while in addition the members themselves are enabled to consult these lists, and extend their information on the subject itself. Among the questions sent out lately were the following:—

"What, in your opinion, is the most effective way of dealing with the mail order competition?"

"How, in your opinion, should bankrupt stocks be disposed of?"

"Are you in favor of abolishing the business tax? Would its abolishment work out to the ultimate advantage of the consumer?"

"How should a special sale be conducted to obtain the best results and not kill business following the sale?"

DYES INDEPENDENT OF GERMANY

(Continued from page 45.)

free of duty. This has been met by the Board of Customs agreeing to allow them to use alcohol for all industrial purposes free of duty. Another trouble that was suggested was that there might be a restriction at the instance of German holders of British patents. This is met by the new act of 1914, which will enable the company to obtain on reasonable terms the rights from the Board of Trade empowering it to manufacture such commodities covered by such patents, so as to enable the community to enjoy the full use of the British inventions.

Why Not Wear Flannel Shirts in Winter?

THESE *are the days when to be English is to be fashionable—particularly in the matter of clothes. You get it in New York; you get it in Montreal; you get it out west as far as Victoria—which prides itself upon its Anglicism, anyway. Certainly there is a boom in English, or perhaps I should say British. We wear British suits, of a British cut. We are so British that we have taken ourselves—we democrats—the cane and the spat which have signified all manner of objectionable things to us heretofore.*

The strange thing about the boom in things British is that we are inconsistent. We do not dress like the Englishman—all through. We miss some details. Take the question of flannel shirts, for instance. It is a good cold-weather subject. Consider flannel shirts. How many Canadians wear them in the winter? About one in five hundred and I doubt if you could keep up that average if you could get hold of Canadians generally. Yet the flannel shirt is peculiarly a winter habiliment. You can't obviously wear it in summer. And yet flannel shirts are made. They must, therefore, be intended for winter.

SAME SHIRT IN WINTER AS SUMMER.

The Britisher is very much attached to his flannel shirts. When winter comes along, he carefully lays away his delaine or cotton or silk summer shirts, and overhauls his wardrobe of winter woolen wear. It would not occur to the average Englishman to wear summer shirts in winter. Numbers of Britishers who come out here come laden up with the practical precautions they have taken against our climate. They get the idea that Canada is positively the North Pole, and they prepare accordingly. And, if they wear flannel shirts in mild and damp and muggy England, "a fortiori" they must wear them here. Yet when they have been in the country a year or two many of them never think of wearing anything but the same sort of shirts in the winter as they wear in the summer. So much for the custom of the country and its psychological effect upon habit.

I have talked to a number of men, men's wear dealers and consumers too, upon this point. Nobody has yet given me a really water-tight reason why they do not use flannel shirts. They say, "Oh we make up the extra warmth needed by heavy overcoats." Or, "Winter underwear is enough protection," or "The houses are so hot by reason of the furnaces, and so are business places, that we don't need flannel shirts as protection against the cold." But, why change from thin underwear to thick in the winter if you are not going to be consistent? Why not carry the change from thin to thick right through? You wear a heavier suit, a heavier overcoat, heavier underwear, additional wrappings in the shape of gloves and mufflers, and yet you don't bother with heavier shirts. And they say that women cornered in Inconsistency some years ago!

FALLACY ABOUT FLANNEL SHIRTS.

The fact of the matter is that there is a public fallacy about flannel shirts. People think it is plebeian to wear them. They are supposed to be associated with derelicts, with the flotsam and jetsman of the city. Where the fallacy sprung from I don't know. Nothing could be more absurd. Flannel shirts are made up just as carefully; are patterned just as handsomely, and are manufactured at considerably more cost than are the summer shirts. Moreover, they look just as smart and just as presentable.

Flannel shirts were rejuvenated in Britain some eight years ago. Up to that they had been merely useful, because of their warmth. But no one had apparently thought up to that time of making them attractive to men who were smartly dressed. Patterns of a most attractive kind were gotten out, and have been gotten out ever since. A plain white flannel shirt, with turn back, double cuffs, and a pattern of a single dark blue or black or green or pink stripe running perpendicularly is a mighty dressy looking shirt front for day wear. There are all sorts of designs to be had, of course, but some firms turn out some specially attractive things in this line.

The objection was made in one-quarter when I asked why flannel shirts were not more popular that it was because they were too expensive. It was pointed out that $2.50 at least was the cost of a decent flannel shirt. This is so, but it is all owing to the slight demand. You cannot expect the manufacturer to bother shipping a few dozen over from England to retail at about $1.25 apiece. It wouldn't pay the manufacturer. And there is only a limited demand.

This, it seems to me, is an opportunity both for the retailer and for the manufacturer. There are few flannel shirts made here in the country at all. If cheapness is the reason why they are not more sold, woolen manufacturing firms can get over that by making them.

This is the psychological moment. We are blatantly and patently British in our methods of dress just now. Here is a chance to catch the public favor, then. It would pay as a business resource. And it is as conceivable that a flannel-shirted humanity is as "au fait' in the winter as a silk-shirted humanity is in the summer.

THE MAN ABOUT TOWN.

Tendencies of Store Fronts and Windows

More Attention Being Given This Subject in Large Cities — Eliminating the Door Step — Curved Glass Going Out of Favor—Deep Entrances for Narrow Fronts—Windows Above the Awning.

IN large cities like Montreal, Toronto and Winnipeg, where rents on the principal streets are exceedingly high, it is often a problem how to make the most of the store front. In some cases, the front has been in existence for several decades, and is utterly unsuited to a store, the rent of which is enormous, and whose value depends upon the number of people attracted to the store.

There are two or three ways of attracting customers to a store. They can be drawn by newspaper or circular advertising. An effective ad will attract people into a side street. There are several cases, particularly in Western cities, where the largest stores are located away from the centre of the city. In such cases, the newspaper ad must be effective first, and the window display follows up the work.

Then customers may be attracted by a reputation for good value. There is a store in Montreal which is known everywhere for its splendid dress goods department. That store will draw people. There is another store remarkable for the bargains it offers every week. Here again, the display window is secondary.

Good Window Essential.

On St. Catherine street, Montreal, where store rents are probably higher than on any other street in Canada, a store, and especially a dry goods store, cannot afford to rely solely on its advertising and its reputation for bargains or quality. It is freely conceded that a store window is one of the most valuable assets to an establishment, and the bulk of business done can often be traced to a well-dressed window.

The store of the Hamilton Company, Montreal, is an example in point. This company's lease was due to expire towards the middle of this year and naturally some decision had to be arrived at whether to move or remain in their present quarters. It is understood that they have decided to remain where they are.

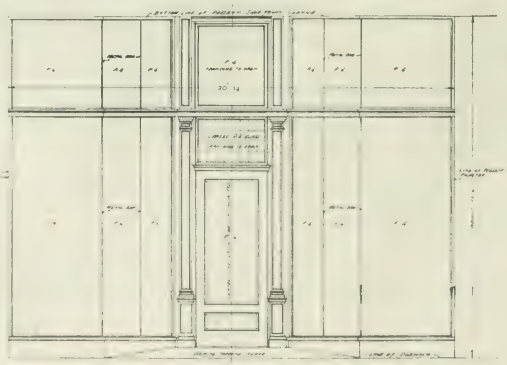
During the past few years, the Hamilton Company have had it brought home very clearly that their windows were to a large extent responsible for the large amount of business done within the store. They have decided, we understand, to make a radical change to their display windows, both in size and background, in order to increase this "window trade." What form this change will take remains to be seen.

Of recent years, many changes in store fronts have been effected on St. Catherine street, showing the desire to draw into the stores the large crowds which frequent that street. The illustrations shown herewith depict a change which was recently made. Formerly, the Saxe store was composed of one large glass front, with a small entrance at the side. This had the appearance of being a private opening and certainly was not inviting. As will be seen from the drawings, two display windows were made out of one, with a middle entrance. This type is known as a "double straight" front.

The windows leading to the entrance are the most attractive feature. Being at an angle, they are seen by people passing along St. Catherine street, who are drawn towards the entrance by the attractive display. It can also be seen easily from the other side of the street.

No Door Step Here.

There is another feature in this store front which should be noted with care. There is no step. Door steps are being avoided wherever possible. In some stores, where the entrance is at the sidewalk and the floor is high, a step is necessary. In the case shown herewith, a slight slope from sidewalk to the door was possible, allowing passerby to walk straight to the door. The floor at the entrance can be of mosaic, or, as in this case, of terrano, a composition in several colors.



EXTERIOR ELEVATION.

A specialist in this work, who erected the majority of the high-class store fronts on St. Catherine street in recent years, gave The Review a few facts regarding tendencies. He advised a window not exceeding 10 x 12 ft. or 10 x 13 ft. The largest window in Montreal measures 12 x 12 ft., and it was necessary to import the glass from Europe. This took six months, and on arrival the glass was broken while being transferred from customs to warehouse. This meant a further delay of six months. The window is in the store of Fairweather's. The two sizes named above are kept in stock by local dealers.

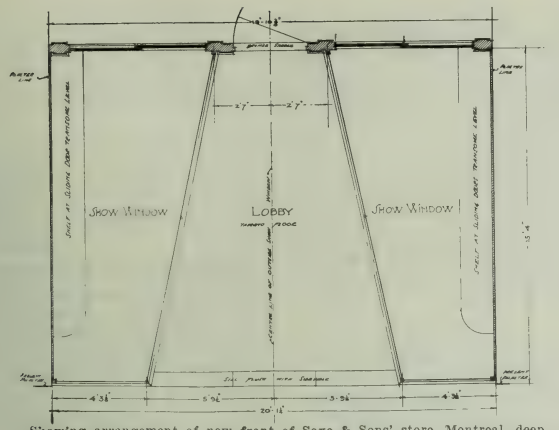
Speaking of curved windows for corners, he said people were doing away with these, as it was difficult to see through them. Glass can only be seen through straight without hurting the eye. Another common mistake to which he drew attention was the practice of having the awning on a level with the ceiling of the window. On a bright day it is impossible to see a display properly owing to the peculiar action of light under such circumstances. In the accompanying illustration it will be seen there are smaller windows above the awning. This overcomes the difficulty referred to above.

Ventilation and Frost.

Asked about frosted windows, which are a common cause of annoyance, especially in Quebec Province, an informant, who claims never to have been troubled with a frosted window, said it was merely a question of ventilation, and was simply overcome by workmen who understood their business. The system of ventilation used also determined whether the merchant would be troubled with dust in summertime. In some cases a loose window would admit both dust and rain.

Mahogany Backgrounds.

Regarding backgrounds he was of the opinion that nothing looked nicer than mahogany, which harmonized with practically everything that was trimmed.



Showing arrangement of new front of Saxe & Sons' store, Montreal, deep lobby, giving two windows for display, in place of single window and entrance at side, as originally constructed.

The sides of the windows should have mirrors, especially if they were on the slant.

Messrs. Clement & Muckle, Blenheim, Ont., men's furnishings, have dissolved partnership, Mr. Muckle continuing.

Stock Taking, "Necessary Evil"

No One Has Devised a System That Will Relieve Staff of Work —Getting a Unit System Arranged—Marking Date of Purchase on Goods.

SOME day some one may discover a scheme to relieve the retail man's burden— stocktaking — annual or semi-annual as it may be. But up to the present all short cut methods appear to be of little avail and the average storekeeper has come to look upon the checking up as a necessary evil.

Modern methods have discovered some aids, but for the most part they are of little assistance and the work is much as it was a generation ago. True, there are systems by which the modern department store, operated on a huge basis as it is, can figure its stock every night to within a few dollars and can estimate profits and regulate buying on this basis, but this is only contingent and the time comes when everything has got to be checked up in the usual way to get at the bottom of things.

No Royal Road.

The Review man talked on this subject with L. Brownhill, manager of the A. E. Rae Co., at Ottawa. Mr. Brownhill is a man of many years' experience in store management and he has been through many stocktakings. He rather smiled when the matter was brought up but was very clear in his opinions.

According to his experience there was no royal road to stocktaking. Some printed forms might help in the tabulating of figures, but he believed in simple sheets and tallies kept by two different clerks as one called off. Then there would be separate additions and if the totals did not agree there was an immediate check upon the figures.

Establishing Some Unit.

As to system, Mr. Brownhill was emphatic that in the first place the decision should be reached as to how the stock was to be taken, whether by boxes or by fixtures. The first thing was to establish a basis of units and to stick to it throughout; to deviate from this a hair's breadth while the work was in progress meant a serious mistake. The units idea should be followed throughout and totals were but a multiplication of units. He favored making the records by fixtures and maintaining the units no matter how large the articles might be or how small.

There was also an identifying mark placed on the ticket to show whether the box or article had been in stock the previous year.

Thus we have the opinion which is more or less general that stocktaking cannot be radically simplified. The daily or periodical estimates are figured in nearly all big establishments as a guide to department returns and buying, but they are estimated from the sales and therefore cannot be definitely correct. In fact in this system there must always be a substantial allowance made for what is known as stock insurance, to cover spoiled goods, loss in yardage, losses by theft, etc. These estimates will vary in different stores but they can be made very nearly correct by taking records and figuring out a fair average.

Rush at Factories

Demand From Europe Continues, Making Some Domestic Deliveries Slow—Local Demand Improved by Wool Rumors.

THE important feature of the knitted goods market continues to be the rush of work which is keeping factories going full time, some of them day and night. "Never so busy for years," they say. This is, of course, the foreign demand. Britain and France are buying quantities of knitted goods, particularly sweaters and sweater-coats. The domestic trade in this line would not have sufficed to keep factories running even full time, much less overtime. There was a noticeable slump in July, and the outlook was not regarded as bright. But with the declaration of war, even even though one pronounced effect was the havoc which was played with the wool market, yet the ill wind blew some good. The foreign governments could not get enough stocks of knitted goods, and Canada has had in supplying them an outlet and an income which she never had before.

So great has this rush been that domestic orders cannot be placed for delivery immediately. Factories are too busy with foreign trade to promise early fulfilment of local orders. And, moreover, in many cases this foreign trade has been secured at distinctly attractive prices. The wool market in England is a sufficient indication of the huge demand for army use made upon the mills, consequent upon which prices of wool to Canadian buyers have been greatly increased. Those increased prices of wool are more than covered, in the opinion of a prominent knitted goods manufacturer, by the advance in price which manufacturers are able to register in their charges to buying Governments in Europe, and knitted goods men are more than breaking even.

WOOLEN MILLS DESTROYED.

The mills of Horn Bros., Woolen Co., Lindsay, were totally destroyed by fire on Dec. 22. The mills had been working night and day filling orders for blankets for the Canadian overseas army and upwards of 175 people were employed.

War Legislation Bearing on Credits

War Legislation of Saskatchewan Government—Complicated Situation From the Standpoint of Wholesaler and Retailer.

Written for The Review by Henry Lewis.

AT A TIME like the present, any action which seems likely to undermine credits is exceedingly serious. Some rather misunderstood legislation recently enacted by the provincial government of Saskatchewan, has, it is feared, a tendency to so upset trade equilibrium. As a result, retailers and wholesalers alike are considerably disturbed.

As has been indicated this enactment of the government, is rather less clearly understood than is the usual government measure—befogged as it customarily is with legal terms. It appears, however, that the government has itself to thank for a good deal of this misunderstanding. It also appears that while measures so far put into effect have only a limited bearing upon the retail and wholesale hardware, grocery, and dry goods men, the government has yet reserved unto itself rights, which, if enforced, will have a very decided bearing upon all doing business in this province.

The war legislation which has actually been passed by the Saskatchewan government has been summarized as follows:—

War Legislation Saskatchewan.

"**Protecting Volunteers or Reservists Only.** No action for cancellation of agreements of sale of land, bond, mortgage, lien or other encumbrance affecting land to be taken until six months' have expired for the date of the Proclamation, which was the 21st of October.

"**Protecting All Classes.** No action for cancellation of any contract or agreement for the sale of land shall be taken by a vendor except in a court of competent jurisdiction, but same can be determined by mutual agreement between the parties. (This took effect from the 1st of October.)

"On the 19th of November it was proclaimed that no personal property belonging to a debtor by virtue of a conditional sale, lien agreement or hire receipt shall during a period of six months' from that date be seized or sold under a chattel mortgage or bill of sale intended to operate as a mortgage or under such conditional sale, lien agreement or hire receipt until the consent of the sheriff of the judicial district had been obtained; all seizures under the above must be made by the sheriff or his nominee; the sheriff shall be allowed discretionary powers to deal with the seizure in a manner to prevent hardship and his decision shall be absolute.

"This applies to seizures made prior to the proclamation where the goods have not been sold.

"It is now an offence for any other party than the sheriff or his nominee to make such seizure, the penalty being a fine or imprisonment."

A Broad Hint.

This legislation, somewhat difficult as it is to understand, really has apparently little bearing for the retail and wholesale dealers. It treats largely of conditional sales, and so principally affects machinery companies, and to a certain extent flour concerns. The cause for uneasiness to the retailer and the wholesaler, therefore, is not what is written, but what the government very clearly indicates may be written. At the present time, in short, men doing business in Saskatchewan are under the surveillance of the government. An indication of this probably can best be given by quoting herewith a letter received by a Western wholesale house from the Department of Agriculture at Regina:—

Regina, Sask., Dec. 15, '14.

Dear Sir,—Mr. —— has sent us copies of correspondence with your Company extending over the past two years. You are doubtless aware that the crop in the ——— district was practically a failure. On this account customers who usually pay promptly when the harvest is over have been unable this year to meet their obligations. Mr. ————'s statement shows a good surplus and he has been building up a good business and would no doubt put your account in good shape this fall if the crop had been normal.

As, no doubt, you are aware the Government of Saskatchewan have lately passed an act to give protection to the farmers against harsh treatment from their creditors. We find also that it is necessary to give protection to merchants who are endeavoring to exercise leniency with their customers and while of course the Act was not framed with the intention of intervening between wholesale and retail houses it is so framed that it can be extended at any time to cover all business transactions or any individual case. We however, feel satisfied that is only necessary to place the matter before the wholesale creditors in order to get right treatment for the merchants who are at the present time unable through stress of circumstances to help themselves.

Signed (F. H. Auld),
Secretary.

Wholesalers and Retailers Anxious.

Notice, in this letter, the statement that the government has an act so framed that "it can be extended at any time to cover all business transactions." It is no little wonder the wholesalers are nervous? But it appears that the wholesalers have only cause for fear because there is in the first place great ground for fear on the part of the retailers.

Notice the first sentence of this letter from the department of agriculture. Mr. ——— has sent the government correspondence from the wholesale house. This indicates pretty clearly, that, as in other cases, the government has first received word from a farmer, that, Mr. ——— is pressing for collection, which the farmer claims to be unable to make. The agricultural department then writes the dealer, suggesting that he cease his efforts to make collection. The dealer then writes the government stating that it is up to them to make the wholesaler cease pressing for their collection. Hence comes the letter from the government to the wholesaler.

As far as can be learned, there is not at the present time anything actually in the act which prevents a retailer from pressing for collections. If a merchant, say in Maple Creek, feels that John Doe, farmer, should make payment of the account which he has been running for the past year, he can issue a writ against John Doe. John Doe, however, can write the government complaining of his crop, and so the whole matter can be stopped by such letters as the one quoted above.

There is another point in this letter from the department of agriculture—and it should be stated here that this letter is not a single instance of the government's action, several such have been received by wholesale dealers, and from what can be learned a number of retailers have received similar missives. It is stated that Mr. ——'s statement shows a good business. It is of course a question here as to who should be the judge of this. The thoughtful retailer will realize the necessity of a careful estimate of stability. It is the competition from men on the verge of bankruptcy which is mostly

(Continued on Page 53.)

Keeping Records of Each Suit Sold

Simple System of Showing How Much Each Suit or Overcoat Cost, was Market at, and Actually Sold For—Profits Easily Figured Out—Name of Customer For Following Up Later.

ONE of the most useful and profitable "habits" in a clothing department of a men's wear store is that of keeping a record of the sales of clothing. This is not a difficult matter, nor does it involve much time or work. In fact, for the advantages that it has, it is one of the simplest of systems in connection with a men's clothing department.

This record simply consists of the ordinary stock list of clothing, reinforced by a record of the sale, which would give particulars as to the price, and possibly the person to whom it was sold. This last point, however, is not a requisite one. However, it is used for another purpose which will be explained later.

The First Record When Going Into Stock

The basis for this system is a number, a stock number, for each suit of clothes or overcoat if the system is extended to these, as is done in some stores. This number is given, of course, when the goods come into stock, and a book which can easily be ruled for the purpose is used. This contains the stock number and usually the name of the firm from which the goods are purchased, although this itself is not necessary. There is some slight description of the goods, the size, number, cost price and market selling price. This completes the work at the time the goods are put into stock, and the balance is a matter of filling in for each individual suit as a sale is made.

The remaining columns may be devoted to the selling price of the goods, the date of the sale, and as has been said before, the address of the person to whom sold, and very profitably a small column for the number or initial of the sales clerk. Some firms would add a still further column for any alterations to be made on the suit, giving the cost of these.

Information Added After Sale.

The latter information is filled out at the time of the sale, and can either be sent up by the clerk on a separate slip furnished him for the purpose or is often met by sending up the tag used on the clothes. This itself has usually only the stock number, and possibly the cost price, and the selling price, with the size, of course, of the goods. Some firms for instance Begg & Shannon, of Hamilton, have an extra portion to the tag, which is inside the coat sleeve on which they write the address of the person to whom the goods are sold. This is easily secured as a rule, because most ready-to-wear suits are delivered, and the address is taken for this purpose at the time by the clerk. Whatever method is employed it is a simple matter securing from the sales clerk at the end of the sale the requisite information, and these are entered up by the bookkeeper or some clerk in the business office, as he has time.

Information on Each Suit.

This information would read somewhat as follows across the page:

Stock No.—368.
Description—Blue serge.
Size—38.
Maker—
Date—Feb. 2.
Cost price—$17.
Marked price—$25.
Date sold—June 8.
Selling price—$23.
Clerk No.—6.
Name—
Address—
Remarks—

By the use of such a system it will be seen that the store has a complete record of the cost of each suit, the date of purchase, the selling price of the suit, the time it took to sell it from the time it went into stock, and all points which are very valuable to any firm, both from the point of view of keeping track of the profits, and also from the standpoint of the buyer when he comes to make out his list for next season.

Shows Reductions on Any Suit.

From the point of view of the store itself as a part of its business system the advantages are quite apparent. This record gives a merchant information which will include, not only the cost price and price marked on the goods at the time they were taken into stock, but will also inform him whether a reduction had to be made on any of these suits from the fact that his stock was becoming too heavy or because the line itself was slow in selling. This information supplied him is a clear survey of his whole stock for each season, and indicates to him at once the weak point in his purchases.

Here is where it often fits in with his buying for the next season. He knows how many suits of a certain line he was able to sell at their full marked price, and how many he had to make a reduction on in order to move them out while they were still seasonable. This book furnishes a caution to him against over-buying along these reduced price lines for another season, and it is very often used by buyers as a basis **on the principle that they should not buy for a second season any more suits in any line than those that they were able to sell at full price during the previous season**

What Stock is on Hand.

Another advantage that will readily suggest itself is that by this record—with the selling blanks filled in where sales have been made, and not filled in where the goods are still in stock—the proprietor can at any time determine what stock he has on hand, and whether this is getting too large for that particular time of the year, as compared with the stock he had on hand at the similar period the previous year. He can do this without going into a special stock-taking for the purpose, and this also shows him just what lines are staying in stock longer than they should, he has the date before him of the purchase. The information he gains may make it clear that he must start reducing his prices in order to clear out the stock within the next month, or run the risk of having too much over for a short period during which these lines are saleable.

Tracing Disappearances.

From another point of view this method is helpful to the merchant, and this is a point that is appreciated by a good many merchants, that is keeping track of individual suits. Sometimes suits, like furs and other articles of clothing mysteriously disappear, and maybe it is days or weeks before the loss is discovered. At that time it is almost impossible to trace them. To facilitate this some managers are required to send up the account of the number of suits they have in their department, or in special sections of the department at the close of each day, and the record is kept from the sales books mentioned before of the stock that is left day by day, so that the two must coincide, after the purchases for a particular day have been deducted from the total at the end of the previous day. In this way a loss is discovered a few hours after the goods have been removed. This, however, involves considerable work each day on the part of the manager, and is not approved of by a good many departments for this reason.

Record of Name and Address.

The record of the name and address of the person who bought the clothes is

very helpful in keeping connected with former customers, who may naturally be disposed to favor a purchase at the store through their previous connection with it. Many firms make it a practice to keep a special record of the names and addresses of persons who have purchased clothing for the purpose of sending them circulars, and asking for a renewal of their orders.

One use to which reference has been made before is sending out a card of some kind to the customer asking whether he is satisfied with the suit, as is described in a story on the Robinson upstair store in Montreal, elsewhere in this issue. This firm makes it a practice to send out these enquiries once or twice a year, and according to the nature of the reply they are able to satisfy a customer probably who is discontented, and often receive a new order on the strength of the interest they have taken in the customer.

PLEATED DECLINING?

Some Buyers Pick Plain Shirts With French Cuff for Spring.

In a report from Cleveland, "Men's Wear," New York, says: It is the opinion of some of the buyers here that plain shirts with French cuffs will be the thing for Spring, and that the demand for pleats will show a sharp decline. One or two houses, at least, have shown so much faith in this idea that they have placed their orders in accordance with it and will make pleated bosoms the smallest part of their stock.

There is a tendency among some of the buyers to make the shirt business a four-season business, if possible. They say that if shirts become staple in style and materials, good for Winter or Summer, the volume of sales will show a decline in spite of anything that can be done. They would be glad to see pleated bosoms and stiff cuffs in the Fall stocks, stiff bosoms and cuffs for Winter wear, some appropriate design for Spring, with negligees and soft cuffs for Summer wear.

Among consumers the custom of wearing negligees with soft cuffs the year round is growing, and there is danger of its becoming fixed, buyers believe, unless something is done to restore the season idea. When stiff bosoms were abandoned, there was little excuse for making a sharp distinction between Summer and Winter shirts, it is argued, and men have been suiting themselves as to the kind they adopted for the various seasons. The materials are light and it has come to a point where a pleated shirt may be worn through the Winter and on into the Summer or vice versa. Seasons have to a great degree been lost sight of and consumers simply replace worn out garments and let it go at that. In this way the business is becoming as staple as groceries, and furnishers feel that it should not be so.

THE BOOM IN KHAKI.

Extending to Underwear Nowadays—Shirts of Biscuit-Colored Linen Instead.

The boom in khaki in England has taken some queer turns. The color has been popularized to a surprising extent even with those who have no connection with the service. For the men left at home who are unable to go to the war the boom has had its attractions in the development of the use of khaki in new ways. For instance, many men are wearing khaki underwear, in all shades. Heretofore a certain class has used the color, but it has only been retired military men or men actually in the services. The general public have, however, "cottoned" to khaki, and men's furnishing stores are selling quantities of underwear in varying shades.

For the soldiers themselves, of course, the factories are busy, some of them night and day. The lighter shades of khaki seem to be more varied, where color is optional. This is particularly so in the case of shirts and soft collars. Many of these are now made of biscuit-colored linen instead of flannel, and a tie of a darker khaki shade is worn. There has been some objection on the part of officers to wearing the flannel collar with the flannel shirt, and so the linen shirt was thought of.

PROMOTION FOR A CARD WRITER.

O. E. Edwards, who was recently on the staff of the Robert Simpson Co., Limited, as assistant card writer and as a window dresser has taken the position of card writer and window trimmer for A. E. Snell, dry goods merchant, of Calgary, Alberta.

WAR LEGISLATION BEARING ON CREDITS.

(Continued from page 39.)

feared by dealers. In very many cases it is these men who inaugurate the price shattering sales.

How It Would Affect Business.

In this connection perhaps may be properly instanced legal proceedings now under way in Alberta. A certain merchant in that province now stands committed for trial upon a charge of issuing a false statement with the object of thus securing greater credit. He is shortly to be tried before the supreme court. He recently made an assignment, and it was following this that information was received which lead the Canadian Credit Men's Trust Association of Calgary to take proceedings.

What will be the result of this case, is as yet uncertain. But leaving this for the time, and supposing that some dealer had got an extension of credit by means of issuing a false statement, it will be readily seen that thus he would have staved off bankruptcy, and would in this way, have prolonged competition for the other local dealers—would have prolonged what almost certainly would be the meanest kind of competition.

Such examples and possible examples as this, indicate very clearly that it is to the dealer's interest to have the question of surplus which a report may show, very clearly understood, and carefully investigated. It is a question if wholesalers or retailers either will be prepared to take the decision of the department of agriculture of the Saskatchewan government as to the reliability of any individual or firm.

Privilege Given the Farmer.

This briefly then is the situation as it stands at present. Exclusive of the machinery lines, it looks from the Act as if a dealer may take what steps he thinks best to secure payment of his account. The farmer, however, can appeal to the government, and the government may then suggest that the retailer cease to press for collection, and may also suggest that the wholesaler also cease to press the retailer for collection. With both suggestions, of course, the government indicates that if there is failure to comply, there is vested in the government power to compel such compliance.

It is an exceedingly interesting state of affairs. It is a state of affairs which will have a tendency to make wholesaler and retailer alike take steps towards putting their business, in future, as far as possible, on a cash basis. But while the cash basis may be the wish of many business men, it is yet somewhat doubtful if such forcing measures toward this end, as those now being practised are in the interest of the whole community.

Seemingly the government does not want to come out and pass a moratorium for the reason that this would certainly hurt the province's credit abroad. Yet they do appear desirous of taking unto themselves powers which will produce some of the results which would be secured by a moratorium. So far it does not seem that any great harm has resulted from this ace-up-the-sleeve policy of the Government. Nevertheless, it is a subject of vital interest to all dealing in this great Western province. It is a subject which retailers, wholesalers, brokers, and manufacturers alike, may well study.

Value of the Dealer's Co-operation

Dry Goods Review
143 University Avenue,
Toronto, Ont.

Gentlemen:—

We are in receipt of your circular:—"ARE YOUR GOODS HANDLED OR SOLD," also the article headed "IGNORING THE RETAIL MERCHANT."

Beg to advise that the experience of the Parsons & Parsons Canadian Co. has been exactly as stated in your statement. We thoroughly agree with the position taken by the National Drug & Chemical Co. that it is necessary to interest the Retail Merchant with your article, providing it is worthy of consideration by the public in general throughout Canada. In fact, we consider that our advertising to the trade has been of far greater value to us than any consumer advertising we have ever done. Believing that when you offer and give the Trade a satisfactory article and stand back of it in every way, you are bound to obtain results.

Wishing your publication greater success for 1915, we are,

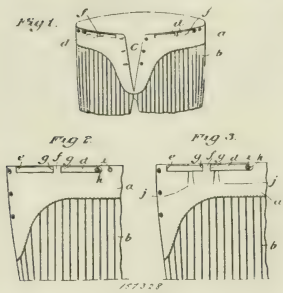
THE PARSONS & PARSONS CANADIAN CO.,
H. F. Baldwin, Gen. Mgr.

Hamilton, Ontario, Dec. 17th, 1914.
HFB | AM.

Odd Twists and Fancies in Men's Fashions

A ROUGH AND READY OVERCOAT, chiefly for use by motorists, is featured in the States. It is a cheap line, selling to retailers at $7.50; made in Oxford grey and Melton mixture. The idea is for the wearer to save his more expensive coat by wearing this for knocking about in.

A CANADIAN PATENT.



Among the devices patented at Ottawa by T. A. Browning, Philadelphia, is one with this claim: In a pair of men's or boys' pants or drawers, a waistband, the back portion of which is continuous, a suspender tape having one end permanently secured to the waistband near the front opening therein, and extending from its permanently secured end in a direction away from said front opening, means for adjustably connecting the rear end of the tape to the waistband, said means comprising spaced button and buttonhole connections, a part permanently attached to the waistband between and in spaced relation to said last-mentioned means and also to the permanently secured front end of the tape, and forming a connection between the waistband and the tape through which the latter may slide longitudinally of the waistband, the portion of the tape between its front permanently secured end and said part being sufficiently long to receive a suspender terminal between it and the waistband.

THE VERNON CASTLE DANCE SHIRT is a new line for dancing which will be put on in February. The manufacturers—an American firm—claim to have exclusive rights in the States and Great Britain. Every shirt will be autographed by Mr. and Mrs. Vernon Castle.

* * *

CHAUFFEURS AND AVIATORS in the British Army are to have electrically-warmed gloves. These are so fitted with wires that when the hand grips the steering wheel a current flows through the hand and generates heat, warming the hands. Chauffeurs and aviators will need something like that in the cold weather in Europe.

* * *

A WELL-KNOWN collar manufacturing firm are now busy experimenting with handkerchiefs, preparatory to bringing out this line of goods.

* * *

MACKINAWS HAVE BECOME almost a regular line of stock in the States, and are in tremendous demand. Manufacturers say that it has become a staple and that it has come to stay, taking the place of the fur coat to a material extent. Many of the orders placed at present are said to be for the troops of the Allies.

* * *

THE TURNED-UP TROUSER is said to be on the wane in England. It is a pity if it is true because undoubtedly the cuff makes the trouser hang better over the boot.

* * *

A WAVE OF ENTHUSIASM swept over New York at Christmas for lavender. Handkerchiefs, neckties, scarfs—all had a good sale in this color. A popular combination was lavender and white.

* * *

THERE IS A TENDENCY in New York to use more padding and stiffening in clothing. The exception is the one-button sack.

* * *

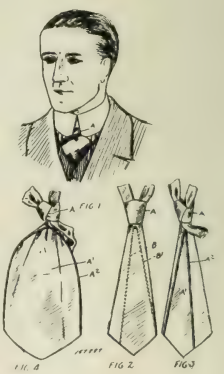
THE SCARCITY IN GLOVES that was feared some time ago has not so far been justified as in England there is still a good supply of skins.

* * *

GREENS AND BROWNS are now being picked by a number of hat specialists as the favorites in colors for soft hats for spring. There are also some attractive mixtures of these two shades showing.

A CANADIAN PATENT.

This is a drawing filed at Ottawa, of a neck-tie device patented by W. C. Carman. His claim is: "In a tie, a flexible reinforcing support for the tie end capable of adjustment to hold the end spread, and suitably attached to the tie, as and for the purpose specified." An additional claim is made: "The combination with depending ends having separated edges, of an edge reinforcement for each edge capable of assuming a spread form when such edges are spread apart and to retain the spread form, as and for the purpose specified."



A ONE-PIECE BATHING SUIT has been invented which has shirt trunks and an apron in front, secured to the outside of the suit.

"King George" Suspenders

Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.
BERLIN ONTARIO

MADE IN CANADA

TRADE MARK CCC REGISTERED

Gloves, Gauntlets, Mittens For Working Men

If you want gloves that are going to sell and sell quickly at a good profit, buy gloves that are built for more than appearance. CCC gloves, gauntlets and mittens are made perfect and of flawless material.

They're the kind with the ready sale.

Nor do they stop with the first sale as is too often the case. All our hand-wear stands on its own record—gives absolute satisfaction to the wearer, which means come-back business.

Recommend CCC goods to your best customers. Order from your wholesaler.

THE CRAIG-COWAN COMPANY LIMITED
154 PEARL STREET, TORONTO

This cut shows Model "E"

"Richardson's Coat Forms

give the proper set to the garment displayed. Have the round, narrow shoulder. Make the collar stand up without bulging and the front to hang right, either buttoned or unbuttoned. These forms are adjustable to any desired height, and can be used for any style of men's coat. For overcoats see No. 4A.E. style.

PRICES

No. 5E as cut, English-American style	$5.00
9 in. round base in black japan	4.50
9 in. round base in oxidized copper	6.00
4A.E. 12 in. base, 1¾ in. standard for overcoats, oxidized copper	7.00
6A coat form with oak stand and revolving motor as used by New York tailors, oxidized copper (runs twelve to fourteen hours after winding)	30.00
Vest form, japanned	3.00
Vest form, oxidized copper, round base	4.00

Our **O. S. Coat form** will also be supplied **at the same price** in different styles as above.

Racks, Hangers, etc. Write for special list and prices.

A. S. RICHARDSON & CO.
99 Ontario Street Made in Toronto

"CEETEE"
Worn by the Best People Sold by the Best Dealers.
UNSHRINKABLE
UNDERCLOTHING
PURE WOOL ONLY
Mfrs. of Turnbull's High-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, "CEETEE" Shaker Knit Sweater Coats.
The C. Turnbull Co. of Galt Limited
Galt, Ontario

SHOW CASES

If you are interested in improving your store equipment get our prices on Show Cases and all kinds of Store Fixtures.

WRITE FOR CATALOGUE

H. L. WOOD & CO.
COR. NOBLE AND STRICKLAND STS.
TORONTO

Distributing $500 Worth of Toys to Montreal Children

The accompanying photograph shows Mr. Robinson giving evidence of his appreciation of the increased business he had secured. On Christmas Eve he drove through the districts of Montreal where poor children congregate, and distributed toys to the value of $500. He did this between the hours of 7.30 and midnight, and so great were the rushes, his car and its signs were injured. He did this with the idea that, as he had a good year's business, it was only right that he should show his appreciation in a manner like this. Of course, it was splendid advertising too, for it received mention in the Montreal newspapers.

AS IN CANADA New York is showing signs of rebellion over the telescope crown styles and is going strongly for the fedora shapes.

* * *

A MEDIUM-PRICED 12-inch spread four-in-hand tie is being put on the market by a Boston manufacturer.

* * *

A SOUVENIR HANDKERCHIEF has been brought out in Paris that is proving very popular. It is of fine cambric and on the inch-wide hem are flags of the allies in colors. In the centre is a likeness of King George V., and at the four corners those of the President of France, King of Belgium, Czar of Russia and King of Servia. At the top, centred, is the inscription: "Souvenir of the European War 1914—The United Allies."

* * *

SEVERAL CAP HOUSES are making a specialty of an "ear-piece," a band that fits over the ears in cold weather.

PALM BEACH TIES are proving popular across the border.

* * *

ONE TIE FIRM that specializes on tubular shapes is featuring one with "a central stripe of garnet and butter taffy blocks woven into a rich, spinach green ground."

* * *

DON'T WASTE a good opportunity to advertise.

* * *

GOOD WINDOW trims are the forerunners of sales.

* * *

SPREAD THE Gospel of good cheer—be optimistic.

* * *

AN EFFECTIVE advertisement must say something worth while about the goods.

* * *

WHEN A customer enters your store do you look at him as if he were a heartily welcome guest or an intruder breaking into your cash drawer?

Asking 5,000 How They Liked Their Suits

Robinson's Clothes Shop of Montreal Ask Customers How They Liked Their Suits or Overcoats and Use the Replies for Securing Further Sales—Gets Old Customers to the Store Again and Removes Any Existing Causes of Complaint.

ROBINSON'S Clothes Shop, corner of Windsor and St. Catherine streets, Montreal, the pioneer in second-storey clothes specialty stores, makes it a rule to send post cards out twice a year to those who have purchased from the store during that period. On this post card, Mr. Robinson asks in plain language whether these clothes proved satisfactory. If any complaint is made, he promises to make amends in order to start the new year with a clean slate. On the other half of the card, opportunity is given to the customer to state, "I am not satisfied with the suit or overcoat I recently purchased from you," or the reverse. Space is also left for the name and address, and for comments.

Sent 5,000 Cards.

The amount of business done can be gauged by the fact that Mr. Robinson sent out five thousand cards. Since the war broke out, his business has been three times bigger than it was during the same period a year ago. The reason for this is fairly obvious. In boom times the wealthy class paid $35 and up to their tailors. Now they are paying only $15, and the additional business secured has made up the difference in volume referred to. Mr. Robinson predicted when the war broke out that before long the wealthy would be driving their limousines up to his establishment.

Stacks of Appreciative Notices.

The bulk of letters received are in the highest terms of appreciation, and it can be imagined what use Mr. Robinson will make of these for advertising purposes. He has stacks and stacks of these on the table in his store, and they are about as convincing to the skeptic as anything could be. Many customers in their reply refer to the courtesy of employees. One said, "**If you are satisfied with the money, there is no harm done. We may possibly be able to deal again.**"

Another ran, "**Myself and two sons each bought an overcoat from you. We shall see you later about a suit.**"

Among other excellent testimonials, were these: "**Sorry card is not bigger, as I would like to say more. (1) They hold shape. (2) They are well made. (3) Reasonable price P.S. Take the elevator and save ten every time for me.**"

"Am satisfied, and consider that I saved two bucks on this overcoat. My friends are jealous."

"It is all right for the price."

December 25th, 1914.

Dear Sir,

Some time ago you purchased from me a suit or overcoat. I would like very much to know whether these clothes proved perfectly satisfactory in every respect. I don't feel satisfied unless I know that you are satisfied.

Will you be kind enough to tell me on the attached post-card whether or not you have a complaint of any kind, or whether you liked my clothes so well that you will call and see me again.

I want you to answer this request at once so that if you have a complaint I can rectify it and be able to start the New Year with a clean slate.

Wishing you a Merry Xmas and a Happy New Year, I am,

Yours for savings,

M. C. ROBINSON

Montreal, December ....., 1914.

ROBINSON UPSTAIRS CLOTHES SHOP
152 Peel St.

GENTLEMEN,

I am not / I am } satisfied with the suit / overcoat } which I recently purchased from you.

Tell us what you like or don't like about the clothes .....

.....

.....

Name .....

Address .....

Upper portion is portion of double postal card containing the firm's letter, bottom, shows blanks left for customer's reply. Card is regular postal and therefore contains stamp.

"Very satisfied."

"They fit well; worth twice the price. Hope to call again."

"The style is all there. Outside of the goods being very cheap, they are O.K."

"I never got a suit to fit so well."

"They are equal to anything twice the price in other stores."

"I shall want a suit as soon as I have time to call round," from one who bought an overcoat.

"No complaints whatever."

A doctor wrote, "Cloth and fit very good. Well pleased."

Promising Another Suit.

The feature of these replies is the number of people who promise to call again. Another point is that this is splendid advertising, as it reminds those customers who have bought of the fine value they got, and brings them to the point where they say, "I will buy another suit there."

Mr. Robinson was asked by The Review whether upstairs clothes shops were becoming more popular. He replied that in a wide experience he had found that it was the pioneer store that caught the public fancy, and held it. Others copied, but never seemed to enjoy the same success. He believed that the pioneer store of Toronto would meet with the same success as he had done.

CLOTHING THE UNEMPLOYED.

A novel offer has been made by Gateley's, of Duluth, to clothe the families of men thrown out of employment until they have obtained work and can pay. The Gateley advertisements claim that this offer is evidence of the confidence which the house has in future business conditions and in the working man.

STILL AFTER VELOURS.

In a recent advertisement. Truly Warner, of New York, said:—"Said the store manager at the bottom of his daily report and order sheet for replenishing his stock: 'Please rush No. 1642 new velours, as my stock is very low. If I cannot have them all to-morrow, please make a special effort to give me the dark brown and dark green styles, as they are much in demand.'"

APPLEBE STORE, WINDSOR, CHANGES

A big change will go into effect on Feb. 1 in the Joseph Applebe Co.'s store in Windsor, when the C. A. Smith Co., Limited, will take over the business. Mr. C. A. Smith, who has been manager of the Applebe business since last May, will be president and general manager of the new company.

Ties, Shirts, Clothing--Sales Separate

Toronto "Suburban" Men's Furnisher Struck on Simple Device for Keeping Record of Sales Of Each Daily—One Line of Summer Underwear — Better Class of Shirts — Young But Successful Business.

After an interview with V. L. Evans.

THAT the people will come to a store which lays itself out to make people come is an opinion justified again in the case of Mr. V. L. Evans on Roncesvalles Avenue, Toronto. You may go into his store and secure as good material, as up-to-the-minute style, as wide a range and as good service as at any down-town store. What is more, the store after fifteen months of pretty hard going—for Mr. Evans started at the worst possible time—is on a solid footing. It has provided a living for fifteen months, and the storm which faces a beginner has been weathered, leaving the future bright and based upon fundamentals which give every cause for optimism.

To certain extent all suburban stores must depend largely upon the support of people by evening shopping. There is little doing during the day in a men's wear store which is four miles from the centre of the city, even though it be in a locality where there are lots of people. The men are in the city during the day. Their shopping must therefore be done at night. How to draw this shopping—that is the question.

Certainly Mr. Evans does draw it. I was in his store for twenty minutes one evening and he had five customers who spent between them eight or nine dollars. Not bad for an ordinary evening in a store only established eighteen months!

Mr. Evans has the best method for the circumstances under which he is operating. Daily newspaper advertising would advantage him little. So he uses circulars. He has a list of about five hundred people in the neighborhood and he sends them a well-written personal letter announcing what he has specially on hand, and what he is doing generally to create a good demand for what he is confident is good stuff. The accent in this matter is on the word personal. These circulars are not "dodgers." The dodger in a case like this would be a dodger—it would dodge the purpose whereto it was sent. But a personal letter, well-written as Mr. Evans's invariably are, get the results. One of the letters was reproduced recently in The Review.

Inventing Cash Registers.

In answer to a question as to what sort of bookkeeping Mr. Evans used, he told me that he knew little about bookkeeping and therefore only used the simplest of systems. He used a ledger, a journal and a cash book, and his method was the usual simple one of entering up his books. He balanced every month, and twice a year for stock-taking purposes.

Then he showed me a stunt which is unique, and is his own idea. He had a cash register, but it was a cash register that is different. Some of the stops had been removed and in their place, on the left hand of the machine, were a series of stops reading: (1) Hats, (2) Furnishings, (3) Clothes, and so forth. When Mr. Evans records a sale on his register he pushes the stop down marking the price and also the one which marks the kind of purchase; either a hat or furnishings or clothes as the case might be. Then at the end of the day he knows what percentage of the money he has taken in is due to sale of hats, what to furnishings, what to clothes, and so on.

SUBURBAN STORE METHODS.

1—*Sticking at it.*
2—*Simplified Bookkeeping.*
3—*Geniality in Extremes.*
4—*Good Range.*
5—*Even Better Quality.*
6—*Keep Expenses Down.*

This is a mighty good idea and is a system of bookkeeping in itself. Obviously, it is a means whereby the merchant can tell just what line pays him best. It seems that in his case it is neckwear. This goes all the year round. In Summer, straw hats are a leading line, and Summer underwear at the beginning of the Summer is a business-getter.

Methods of Buying Stock.

Apropos of this, Mr. Evans told me that in his opinion the average dealer would be better if he stuck to the one line in Summer underwear. The sales do not justify carrying several manufacturers' lines, as they do in Winter-time.

Fall and Winter is a different proposition. Then the best method is to carry several lines because Winter underwear is a big department, and there are so many big lines advertised that the man-in-the-street takes a "hunch" that he would like one particular line without knowing the reason why.

Buy From Few Houses

Mr. Evans gave it as a general maxim, which he had proved worth while himself, that a dealer in his position should keep the sources of his supply few. "Don't buy from too many houses," he said. "Stock to as few as you can, consistent with giving the body of the public what they want." Otherwise, he said, the dealer would find himself faced with a lot of surplus stuff in broken lines, of all sorts of manufacture, and with all sorts of idiosyncratic distinguishing marks peculiar to the different manufacturers.

Some Sale Methods.

Discussing the question of sales methods, Mr. Evans had some useful things to say. Take the question of shirts, for instance. His method is to buy shirts of good quality and pay a fairly high price for them, selling them at only the same profit as other dealers do. This is not price-cutting. He does not cut his prices in selling. But he does spend a little more when he is buying, and so manages to give the customer a little better shirt. He has created quite a demand for the lines he handles by this method. He says it pays. I think it does. The average man knows when he is being well treated.

Going into the general question of whether sales were necessary or advantageous in a suburban store, Mr. Evans thought they were—now and then, but not too often. There isn't the necessity for many sales when you have created your own clientele and are selling good steady lines in a good steady manner all the while. Nevertheless, at stock-taking times a sale is wise.

Methods of Stock-taking

While Mr. Evans is doing a certain amount of stock-taking all the time, because Summer goods and Winter goods are so essentially different, he takes stock thoroughly at the end of September, and gets in his new stock. It is not necessary to re-stock in every line. A little sorting will be enough for shirts and underwear to put him on to the Spring, because in these two lines he carries many sorts of offerings. Hats, of course, have to be bought twice a year. And suitings, which are somewhat of a side line, are constantly "shop-

Interior View of the Evans Store

This store has little depth but excellent use is made of every facility for displaying goods. Note show case at right side tastily trimmed with scarfs and the top utilized for canes, ties, gloves, etc. Three trims of shirts and ties are done in the most up-to-date manner. On the extreme left of the picture are ties on an upright stand with "50 cents" in prominent lettering. In the back compartment measuring is done for clothing. The windows are trimmed under special arrangement and attract constant attention.

ping and changing'' so far as styles go, and cloths too.

Low Expense—Sticking At It.

Making a success of a business of this kind needs above all two things. One is low expenses. The other is—sticking at it. Mr. Evans told me that he has had one evening off in fifteen months, and that he was considering taking another! He is there by himself, day and evening, day and evening, with an attractively-dressed set-out store, well dressed windows, good class stuff and plenty of it, at attractive prices, and yet his store is not run at great expense. After fifteen months going, he says the position is ''good and very good.''

THE MAN ABOUT TOWN.

Saskatchewan R.M.A. Executive

Important Vital Questions Affecting the Trade Discussed—Annual Convention in Saskatoon Beginning May 11—Want Business Tax Discarded.

By The Review's Special Correspondent.

REGINA, Sask., Jan. 12.—On Wednesday, January 6, the executive of the Saskatchewan Retailers' Association convened here for the discussion of important business affecting the retailers. The session was thrown open to all retailers. Besides the members of the executive, the two organizers for the province, Messrs. Arden and Brayley, were present, in addition to local secretaries and interested merchants, many of whom came several hundred miles to attend.

Matters of varied interest were taken up, but probably the question of supreme importance was the discussion of the effect upon the merchant of the co-operative movement in Saskatchewan. Much valuable matter was placed before the meeting and considerable interest aroused.

In the discussing of the topic of cash discount, a real attempt was made to assist in the movement toward the reducing of the high cost of living, the object being to obtain goods at a lower cost, the consumer as well as the retailer reaping the benefit.

Fire insurance formed the subject of an interesting debate, and questions were raised as to whether the rates sometimes were not exorbitant. Action was taken with a view to obtaining the reduction of premium rates to the retailer.

It was pretty generally agreed that the attitude of the banks toward the trading interests was not as helpful as it should be, and this formed an important subject of debate, some expressing the opinion that in some instances banks appeared to be prejudiced to trade development within this province.

All the delegates, of course, were in favor of the doing away of the business tax, with the exception of a nominal tax, which it was agreed should be retained in order to give certain protection to the retailers of town or city. Every effort, it was felt, however, should be made to reduce this tax to the minimum.

Satisfaction was felt at the method adopted by the provincial executive in seeking advice from the individual merchants, and the feeling of the meeting was that if the merchants generally realized the benefit to be gained by membership in the association there would not be a retailer but would have his name on the membership roll.

It was decided to hold the annual meeting of the Saskatchewan Retail Merchants' Association in Saskatoon on May 11, 12 and 13.

(Continued on page 60.)

Men's Wear Does Not Worry Him

F. W. Barry, of Barry & Co., Trenton, Says It is Easy to Sell to Men and That There is Usually A Better Margin of Profit Than on Other Lines—One Hour $2 Versus Fifteen Minutes, $30—Men Do Not Seek Price Shavings.

THE guiding spirit of the fortunes of the house of Barry & Co., F. W. of that name, stood on the curb in front of the fine dry goods establishment and waved a hand towards the men's wear store as he exclaimed: "If the rest of the store did not give me any more trouble than that department I would have nothing to worry about."

He meant it. Many others who have men's departments think the same thing —although not so many others in the smaller centres of the province have men's wear sections which will surpass this one of Barry's.

"The other day," continued the head of the firm, "a woman and her husband came into the store. I think it took her about an hour to buy a couple of dollars worth of notions and findings, and it requires a lot of salesmanship to sell that. During the process of satisfying the feminine mind the husband was getting uneasy. Finally he got down to the men's wear department and in less than fifteen minutes had bought a suit of clothes and a lot of furnishings which cost him over thirty dollars — and he went away happy and contented."

This was an illustration of the comparatively easy proposition that the salesman has in satisfying a man—and Mr. Barry makes another point that is also very important, and that is that it is on the men's wear and men's furnishings that there is a better margin of profit than most of the lines which are sold to women, for the reason that women are shoppers when men are not, and they will compare values and seek price shavings much more diligently than will the male species.

As has been remarked before the men's store in connection with the Barry establishment is a very creditable one. It has the advantage of being in a separate building and while there is an entrance connecting the main store for the convenience of those wishing to go from one to the other at the same time the main doorway is on the street and gives the men an opportunity of going in and making their purchases without having to go through the dry goods department.

The fittings are elaborate for a town of the size and the cabinets which range all round the walls are a particular feature, all being fitted with glass fronts. Thus there is an opportunity for keeping the goods to some extent at least under cover and not only are they kept in better condition but they present a much better appearance as a whole.

The window trimming received special attention and the displays are given credit for influencing a good share of the town's business. Mr. Keller, who does the window dressing has been taking special studies in New York, and is doing very good work. One of his trims embraced the idea of showing a piece of furniture and giving the impression of the interior of a room.

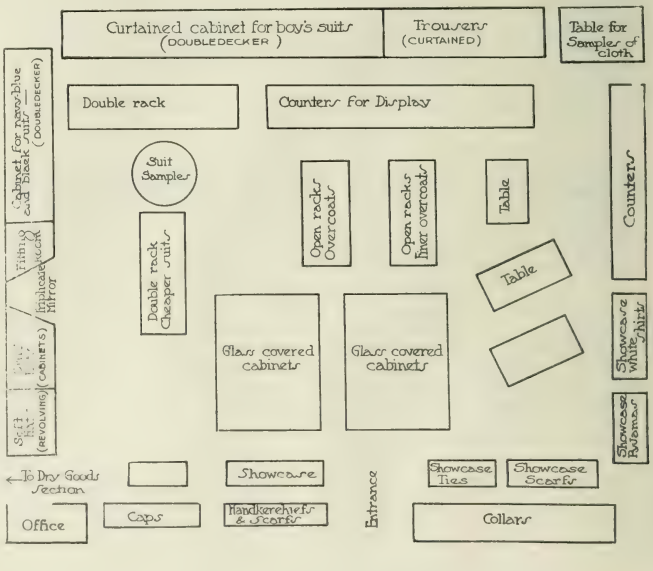
The men's department is conducted to a certain extent on an independent basis and the manager keeps track of his stock by recording sales. In this manner there is an individual showing and the men's store is on a footing of its own.

SASKATCHEWAN R.M.A. EXECUTIVE.

(Continued from page 59.)

In the evening the local retailers entertained the visiting delegates to a banquet at the Commercial Club, when toastmaking was the order of the evening, practically all the members of the executive making appropriate addresses. Satisfaction was expressed at the growth of the association in this province in the short period during which the association has been in existence, there being at the present time over 150 active branches, each with local secretaries, and two organizers are now devoting all their time to the opening up of the work in the newer sections of the province.

The following constitute the executive, all of whom attended the conference in Regina on January 6:—President, S. A. Maybee, Moose Jaw; first vice-president, W. W. Cooper, Swift Current; second vice-president, J. W. McLennan, Kamsack; treasurer, J. L. S. Hutchinson, Saskatoon, and secretary, F. E. Raymond, Saskatoon.



THE REVIEW'S DRESS CHART FOR ALL OCCASIONS

EVENING WEAR

Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
BALL, RECEPTION, FORMAL, DINNER, THEATRE, EVENING WEDDING	Swallow-tail Chesterfield, single breasted, Inverness and Spanish cape, or cape overcoat.	Black, dressed or undressed worsted, plain or fancy weaves, satin facings. Blue occasionally worn.	Single breasted, white semi-V or U-shaped, with collar	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, two studs showing	Poke	Butterfly, with round or straight ends, plain white or small pique pattern	Plain white glace kid or white suede	Black, grey or deep blue silk or other subdued color	Patent leather, buttoned cloth or kid tops, patent leather pumps	Pearl or moonstone links and studs
INFORMAL CLUB, STAG, AT HOME, DINNERS	Jacket Same overcoat as above.	Black or Oxford grey, single breast, with satin facings.	Same material as coat or as facing on coat, single breast, semi-V-shape	Same material as jacket, one broad or two medium braids	Derby or black or grey soft	White, stiff or soft. If latter, fine tucks, double cuff, semi-laundered	Plain fold or wing	Butterfly, as above, black satin, figured silk or color to match waistcoat	Chamois best, or suede or tan cape	Of silk, to match tie.	Patent or dull	Gold or jewelled links and studs, gold bar chain

DAY WEAR

AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	Frock or Cutaway Chesterfield overcoat, s. or d. breasted.	Black or grey lamb's wool, undressed worsteds, plain or braided edges.	Same material as coat, but without collar if braided and of same material as coat	Black worsted, with white or colored stripes, or dark grey striped worsted	High silk, with broad felt band	White, single cuffs.	Poke or wing or plain band	Once-over, or four-in-hand or Ascot in solid colors, black, white, grey or pastel shades	White or grey glace kid or suede, white buck	Dark colored silk	Button, kid tops, patents or varnished lowers, plain cross tips on toe	Gold or pearl uncut jewelled ornament, jewelled pin
AFTERNOON TEA, PROMENADE, ETC.	Cutaway coat Same overcoat as above.	Same as above	Single breasted with collar, but without collar if braided and of same material as coat	Same as above	High silk, broad band	White or colored; if latter, cuffs, white and single	Poke or wing	Once-over, or four-in-hand or bow, same shades as above	Same as above	Dark colored silk	Buttoned patent leather, plain tip	Same as above
BUSINESS, LOUNGE AND MORNING WEAR	Single and double breasted jacket and walking coat Chesterfield	Flannels, worsteds, Saxonys Cheviots	Single breasted like jacket, or fancy to harmonize	With black materials, Striped trousers or check, otherwise same as coat.	Derby or Alpine	White or colored, single and double cuffs, may match	White, wing or turnover	Four-in-hand or bow in harmony	Tan, red, chamois, colored or white buck	Cotton, wool, lisle, shades in harmony Wool to harmonize.	Black or brown, plain or fancy uppers, button or laced, plain or cross tip	Something very plain
MOTORING, GOLF, COUNTRY, DRIVING	Norfolk or jacket, single or double breasted Chesterfield, Raglan draped, Highland cape, s.b. ulster.	Tweeds, cheviots, homespuns, flannels	Single breast like suit or fancy knitted lamb's wool	Same as suit or flannel; knicker-bockers with strap and buckle, knicker-bocker breeches	Cloth, felt, Alpine cap	Flannel or Oxford suitings, double cuffs	White or turndown to match shirt	Same as above	Same as above	Wool to harmonize leather looped leggings, Highland gaiters	Black or brown lace calf, low or high plain tip or full brogued	Same as above

*W. J. Levy, of Levy Bros. ("Makers of Men's Clothes"), Toronto, prepared this chart for The Review.

Adding Clothing to Men's Furnishings

This Seems to Be The Later Tendency—Exclusive Men's Furnishings Stores Becoming Fewer —Extra Line Helps to Pay Rent—Objection That Expert on Clothing is Required.

IS the store devoted exclusively to men's furnishings losing its identity as a separately conducted branch of the retail trade by a gradual process of merging with the retail clothing business? asks Men's Wear, New York, and continues thus:

It has been observed that stores dealing in men's furnishing goods exclusively have not increased in number in as lively a rate as have stores in other retail lines. Search for the reason for what seems to indicate retrogression in the number of furnishing goods stores, in the face of the fact that men are giving more attention to the little things of their attire than ever, and consequently are consuming more furnishings than ever, reveals some interesting points. While only meagre statistics are available, covering small areas, these statistics seem to prove this general observation in that they show in some localities a falling off in the number of furnishing goods stores. Lest it be misunderstood, the term "furnishing goods stores," as here used, refers to those stores which deal only in that class of merchandise which may strictly be termed haberdashery or furnishing goods, and does not include those stores which handle clothing or other lines.

Expanded Into Larger Fields.

The number of furnishing goods stores in the metropolitan centres seems to have shown no increase, and in some places there has been an actual falling off in their number. Reviewing the furnishing goods field covering a period of years and a given number of cases, we find that of those who did not liquidate and retire from business, either of their own volition or from other causes, most of the remainder have emerged from the class of specialty furnishing goods stores by way of expansion into larger fields. Some have expanded their operations by opening additional stores where they have a larger purchasing power and a larger output.

Others, and this is said to be one of the chief reasons why many furnishing goods houses have ceased to be exclusively furnishing goods stores, have installed a line of house coats, smoking jackets and bathrobes, a line of raincoats for Spring and Autumn, Palm Beach suits for Summer, or they have added a tailoring or complete ready-to-wear department. All of these lines are sold at prices which average far larger than that of the average furnishing goods article, thus bringing up the general average of the individual sale, with corresponding advantage to the profits.

The Size of the Average Sale.

Most clothiers and furnishers would be surprised if they would compute their average sale. A clothier and furnisher, being asked what his average sale amounted to, responded that it was around ten dollars. He had never taken the trouble to figure it out, and his answer indicated that he had not given due import in this computation to the depressing influence upon the average of the whole business by the low average in the furnishing goods end. Had this clothier been told that his average sale approximated nearer two dollars than ten dollars he would have been astounded, and yet such was the case.

Now, if the average sale in a clothing and furnishing goods store approximates between two and three dollars, it will be seen that the average sale for a furnishing goods specialty store is decidedly lower. One leading furnisher in a large city characterized the exclusive furnishing goods trade as a "peanut" business, because, he said, "The individual sales are small and represent as much effort to make them as in other lines. Those articles of furnishings which do not require the exercise of so much art in selling are the lines which yield the smallest profit, but even then the profit is not commensurate with the time it takes to sell the article. Where high rents prevail a tremendous volume of these small sales is necessary to meet the overhead expenses before a profit is possible."

Out of the High-Rent District.

"Gradually," he continued, "this is reducing the number of exclusive furnishing goods stores in the high-rent districts by forcing them out to the smaller business streets in outlying sections of the city, where rents are not so great. They either have to do this or add other lines."

He pointed to several of the furnishers who once confined themselves to furnishings only, but who have in recent seasons added clothing or clothing specialties in order to increase their volume of business.

"Another factor in reducing the profit of the business," he said, "is in the necessity of getting skilled salesmen, for which good salaries must be paid. One must pay for skill in any line, and failure to get skilled furnishing goods men reduces the volume of sales accordingly. To get skilled men requires that they be paid salaries in many cases greater than the business warrants, and as much as the same degree of skill would merit in any other line. If you succeed in getting a skilled person at a salary consistent with the character of the business, you are sure to find that there is either something wrong with the man or he will only be with you until he finds something else to do where his ability will bring better recompense."

These facts have been the motive back of the establishment of chains of furnishing goods stores for purposes of securing greater buying power and larger outlet, and it is a known fact that of these large operators in Chicago, more than half of them operate in the real estate market; thus by taking advantageous leaseholds, subleasing parts of them, they succeed in doing what the smaller operator cannot do, viz., cut down their chief overhead expenses item, that of rent.

Obliged to Add Lines.

Gradually, with the increase of overhead expense necessary to keep pace with the service afforded by the larger operators who deal in other lines, furnishers have been obliged to add lines which raise the average sale.

A prominent wholesale furnishing goods dealer stated on this subject recently that there seemed to be a marked tendency on the part of the retail furnishing goods dealer to install lines of clothing. Illustrative of this tendency he mentioned a high-grade line of men's clothing, which he stated had built up an unusually strong trade by going to well-established exclusive furnishing goods houses and convincing them it was to their advantage to add a line of clothing. "While many of these furnishers who have added clothing stocks have been successful," he continued, "I could name an equal number who have failed to make good. They are making a success of the furnishing goods end of the business—they did not know the clothing end, and the new venture proved a failure. In many cases they were trying to carry too large and varied a stock. In my estimation, the exclusive furnisher who wants to add a certain line of clothing had better confine himself at first to certain specialty lines, such as two-piece suits in staple patterns for

the Summer trade and a line of overcoats for Winter, rather than to try to start out with a complete clothing stock."

Carry Raincoats at Least Extra.

Such high-class stores in New York as Sulka's, McLaughlin's, Kaskel's, Budd's and others, Capper & Capper, Burns & Grassie, Beachey and Lawler, in Chicago, are generally looked upon as exclusive furnishing goods shops, but every one of these establishments carries a line of raincoats, several of them carry regular overcoats, and some complete lines of ready-to-wear clothing. Also you will find golf jackets and golf caps in many of these shops. These things, however, are not new for these stores—they have carried them for years. Passing a certain one of these shops on Fifth avenue, New York, the other day, a stranger would probably have taken it for a clothing store, for in both of its front windows were displayed waterproof woolen coats and caps exclusively.

Gradually Work Into It.

Said a travelling salesman for a prominent clothing house the other day: "I cover the New England states for my firm, and up through that territory I have noticed quite a tendency among exclusive furnishers in late years towards putting in clothing. The holiday season, for instance, gives them an opportunity to sell house coats, dressing gowns, etc., and some of them add mackinaws and overcoats for the Fall and Winter season. Then they put in a line of evening dress suits, dinner jackets, extra trousers, etc., and finally add a regular line of clothing. They go about it gradually, the process of expanding in some cases covering several seasons, but in this way, when they have at last developed into full-fledged clothiers, they are better qualified to run their business, because they have built it up along with their knowledge and experience."

A member of a firm of shirt manufacturers who travels a great deal said: "I haven't noticed any marked tendency on the part of the furnishing goods merchants in the South to add clothing, yet I guess there are lots of them who are doing it, not especially because they want to, but probably because they feel that they are compelled to in order to reduce their overhead expenses and make more money. Rents are high nowadays, and a retailer has got to do a certain amount of business to cover all of his expenses and come out ahead. If he can't do it on one line alone he's got to add something else, that's all. And, no doubt, many of them figure that it's bad policy, after selling a man shirts, neckwear, hosiery, etc., to let him go somewhere else to buy his suits, overcoats and hats, when he could just as well have bought everything in one store if that were possible."

This Man Thinks It Unwise.

Mr. Fred A. Rossbach, president of the Washington Shirt Company, one of the leading furnishers of Chicago, and operating several stores, when asked his opinion on this trend, admitted that there was apparently some basis for belief that the trade showed evidences of going in this direction. He, however, expressed the opinion that he did not regard it as wise for a furnishing goods store to add clothing, because it often detracted from the attention given furnishings and from the window space which was most desirable in the promotion of a furnishing goods business. He stated that, in his estimation, the average furnishing goods dealer was not a clothing man, and that unless a clothing department had at its head an experienced clothier it was very easy for this business to become a burden rather than a help. "It is easy," he said, "to pile up a stock of clothing, which, because of the less frequent turnover which the furnishing department is accustomed to, would depreciate in value, and is thus likely in many cases to carry the entire business to its doom.

Clothing Men Who Carry Furnishings.

The competition which the furnisher must meet from the clothing stores who carry large comprehensive stocks of furnishings is another factor in the condition which seems to be eliminating the exclusively furnishing goods stores. From the foregoing it would seem that the conditions under which the furnisher is obliged to operate are not conducive to the continuance of this business as a specialized line in many localities. It is not intended to imply that there are no profitably conducted furnishing goods stores. That would be a misstatement, because there are localities where high rents do not figure so prominently in the overhead nor does the problem of help, where a man operates his own store, attends to the buying and the selling himself. Taking the situation as a whole, it would appear that the query at the start of this article might be answered in the affirmative.

175 OVERCOATS TO POOR BOYS.

Following a custom inaugurated when the store was first opened in this city, Saks & Co., Washington, on Christmas day, distributed 125 warm overcoats from among its stock of salable merchandise to that number of the city's poor boys. In addition to the coats, those of the most needy were supplied with other articles of wearing apparel and more than three dozen pairs of shoes, quantities of stockings, underwear, leggings, caps, and even neckties, were thus disposed of.

AGAINST SUPERLATIVES.

John S. Capper, of Chicago, in a recent advertisement said editorially:

"Superlatives are seldom used in Capper advertisements, for the reason that superlatives are seldom justified by facts. We sell good clothes and other stores sell good clothes. We have no corner on quality, honesty or fairness.

"I believe that the public is overburdened with a verbal diet of 'finest, greatest, grandest, smartest, newest,' and so on to the end of the dictionary.

"Occasionally we say that a certain article is the 'best,' because we are acquainted with all articles with which it may be compared and know that it is the best. Occasionally we note that certain fine things are 'exclusive' with us. We say this only when we are positive that no other Chicago store can buy or sell those articles.

"Superlatives are dangerous to the users, moderation is rewarded with confidence, truth is a 'business proposition.'"

WAR ORDERS IN THE STATES.

Some of the American houses are benefiting by the war in getting orders for wool goods. One firm is quoted as saying they have an order for 90,000 dozen pairs of socks for the armies of Great Britain and France, the value of which is $175,000. Another firm has an order for 120,000 pairs of cotton half-hose, also from England.

A NECKTIE FREE.

"A gent's necktie free with every purchase of $5 or over at our great clean-up sale this week."—Two-column announcement of A. G. Spooner, men's furnisher, Vulcan, Alta.

SITUATION IS SOUND.

In its report from Toronto on trade conditions, Dun's Bulletin on Jan. 16 said: "The situation on the whole is sound with regard to the business of the country and the feeling is one of hope."

T. E. Boughen, Valley River, Man., general merchant, has been succeeded by E. J. Boughen.

ADJUSTABLE MEN'S BUST FORM, 6 FT., oxidized clothing rack, hundred suit hangers, adjustable clothing stand in use 3 months. Make an offer. C. F. Shields, Hamilton.

Canada's Trade Position on a Better Basis

Ratio of Exports to Imports Rising—Balance Against Canada Diminishing Rapidly—Increasing Export of Farm Produce, Except Cereals—Exportable Surplus of Farm Produce in 1915 Has Much to do With the Future.

OUR Dominion trade returns, according to The Financial Post, show that for the aggregate external business we had a total for the fiscal year ending March 31st, 1914, of $1,129,744,725 of which $478,997,928 was in exports and $650,746,797 in imports. The ratio of exports to imports was 73.00. In 1912 it was 56.38 and in 1913, 56.83. In 1910 it was 76.91. The tendency at present time is for the ratio to steadily advance. This tendency has been looked for and we depend upon its being maintained in order to put Canada on a better basis, commercially and financially speaking.

The trade returns issued by the Dominion Government merely takes us to the end of March, 1914. Since then the monthly returns issued show that the ratio of exports to imports has improved steadily and at the present time the balance is steadily diminishing. If Canada had had normal luck in the matter of field crops during the year the adverse balance would in all likelihood have disappeared, and given normal weather during 1915 there seems little doubt that the trade balance will be considerably in favor of Canada. That is, of course, in so far as domestic exports and imports are concerned. The excess of imports over exports will not be sufficient to meet the expense incurred on Canada's behalf independent of the Empire.

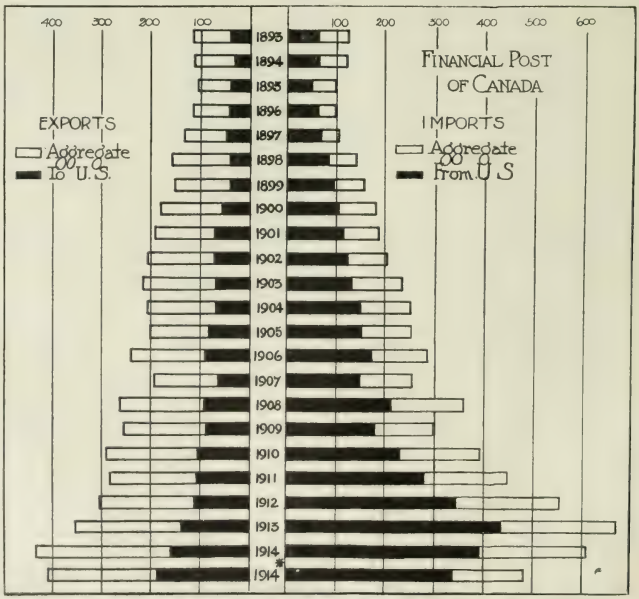
Our 1915 Trade.

Let us consider the per capita trade of Canada. During the fiscal year of 1914 the per capita export of Canada amounted to $65. For the balance of 1914 up to the end of October the exports aggregated approximately 52.50 per capita. The decrease is due almost entirely to the falling off of the exportation of wheat and other cereals. That is explained by the partial failure of our crops in the West. On the other hand farm products in the form of produce of animals have steadily increased. The United States market been opened and farmers in Canada are taking advantage of it. What they have done in this respect so far is but an indication of what is likely to be done in the immediate future.

While our exports per capita receded slightly in the later months of 1914 our imports receded in much greater ratio. For instance, in 1913 our imports aggregated $90 per head and in 1914, that is the fiscal year of 1914, they fell to $76 per capita. During the later months of 1914 they dropped to $65 per capita and the tendency is to further contract in this respect.

Exports to U.S. Increase.

The diagram accompanying this article showing the exports and imports of Canade shows the growth in the case of each and the proportion of our trade with the United States. It will be noted that our exports to the United States have steadily increased. And during the later months of 1914 they continued to increase. This is an interesting tendency and one which will convince our creditors of the ability of Canada to produce. Some lack of confidence in this respect has been manifest abroad and it remains for Canada to show, and no doubt she will do so, that for every dollar she has borrowed she can produce wealth to liquidate the debt. With the market opened to us in the United States it will be noted that from 1912 up to the present time the advance in the amount of exported wealth to the United States has increased from $104,115,823 in 1911 to $163,372,690 in 1914. If we gauge the entire fiscal year ending March, 1915, by the exports for the first eight months of the fiscal year in 1914 the exports to the United States will be on a still greater scale. This tendency is of very great importance to us in view of the fact that we will have to seek capital in the United States. From the diagram published it will be seen that exports from Canada to the United States form a steadily increasing ratio of total Canadian exports.



*Estimated on basis of returns for the first eight months of current fiscal year. The figures at the top represent millions of dollars.

Charges that the railroads suffer from fraudulent claims of eggs damaged in transit were brought against large egg handlers by the New York Central Railroad Company in its inquiry of the butter and egg business in New York State last week. The attorney for the railroads said that claims were sometimes made against the roads for eggs which were in a decayed state weeks before shipment. A list of overcharges, extortion and fraud by many egg dealers were alleged.

BUSINESS LOGIC!

ADVERTISING is intended to stimulate trade; to establish a connection for the advertiser and make his name well known; to standardize his product and educate the public to an appreciation of its advantages.

¶ If advertising is useful in times of peace, should it not be just as helpful in times of war?

¶ Should not the connection established during a period of commercial prosperity be maintained, even strengthened, until prosperity returns?

¶ Should not the process of familiarizing and educating go on?

¶ If not, why not?

¶ Changes are taking place in the industrial life of Canada. New businesses are coming into existence, some encouraged by the unusual conditions—others undaunted by them. New markets are being opened up. The industrial map of Canada, like the geographical map of Europe, is changing.

¶ The persistent advertiser will keep in touch with his old friends and meet the newcomers. During times of war he will get his share of business and when the war is over his prestige will have been strengthened and his connection enlarged. He will have lost nothing and gained much.

Retailers' Credits and How to Deal with Them

Banker Always Demands Security, but the Retailer Trusts to Luck — Close Co-operation Urged and Definite Course Suggested—Credits on a Monthly Basis—Advertising Advantages of Home-Buying.

Paper read at meeting of the R.M.A., Vernon, B.C., by one of the members.

THE subject I propose to speak about this evening is perhaps one of the most interesting and at the same time one of the most difficult questions we have to deal with in the wholesale or retail trade.

I shall deal with the retail side of this question for a short time so that we may have time to discuss the subject together afterwards.

Credit has its uses and no one will deny that without credit we would be in a very awkward position.

Before the war began England, France, Russia, Germany and Austria had a combined national debt of $2,500,000,000 for which interest was paid annually amounting to $100,000,000. France is responsible alone for 25 per cent. of this amount her debt amounting to $160 per head for every man, woman and baby within her boundaries.

This paper was read by a man who has had years of experience in the retail trade and who has given the question of credits considerable thought. It was thrown open for discussion by the Vernon merchants present, and such was the interest taken that it was midnight before the meeting broke up. Before doing so a committee from amongst the local grocers was formed to go into this matter and see what steps could be taken to remedy the evil of long-term credits.

The Banker Versus Merchant.

But the credit I am discussing with you tonight is that of credit as applied to the retailer and his customers. One of the points which strike me as peculiar is the vast difference between the credit of the merchant and his banker, and that of the merchant and his customer. The one takes very good care to obtain absolute security for any advances made to his client and the other takes absurd risks and writes off annually or should do, large amounts for bad and doubtful debts. Can anyone tell me why it is that the merchants take such a much greater risk than the banker? And have you ever thought that the merchant is possibly a better risk for credit without security than the customer of the merchant, who is at the best a most uncertain client in nine cases out of ten?

Then why is it the merchants take the risks they do and when it becomes necessary to press for payment or security have to be satisfied with a lien on real estate or crops or some such uncertain security.

What are judgments worth after you have obtained them? I have yet to learn of any satisfaction to be derived from a judgment, except in a few instances.

The merchant of a century ago was more justified in giving credit than we are to-day because a rather different standard of morals or commercial morality existed at that time; moreover, the competition that exists at the present time, the mail order business, or shopping by post and other enemies of the country trader did not trouble our forefathers. There is no doubt that a system of barter, exchanging produce for merchandise was quite as much in evidence in earlier days as it is in this valley to-day, but with this difference, that farmers brought their produce to town and either sold or exchanged it for goods on the spot.

To-day it is the custom to run up a large account and after standing on the books for several months supply merchandise to reduce it; the purchaser gets all the credit at no risk to himself.

Attitude of Customers.

I have no doubt many of the customers we have to deal with to-day are very astonished if not greatly annoyed at our daring to ask for a settlement of our account, but my experience shows me that such customers are in most cases people who do not intend to pay unless they are forced and I am wondering how long they would allow their accounts to remain unpaid if no pressure were brought to bear.

How is the merchant to carry on business under such conditions or show any profit? The merchant has to pay his accounts often by an overdraft at the bank, for which he has to pay a large interest. Does the customer pay any interest? I think not.

I am willing to make allowances for those who give me a good reason why they are unable to pay, and deserving cases call for lenient treatment, but I ask you, Mr. Merchant, is it fair to give long credit to those in receipt of a regular income or salary paid weekly or monthly?

I know it is convenient for many people to run a monthly credit account and it may be said that this holds the customer to the merchant; but such accounts should be met promptly, within a few days of rendering the account. The giving of indiscriminate credit recoils on the merchant in many ways.

Short credit makes long friends and when a man loans money to his friends he finds that the friendship is not what it used to be; and although the cases are not parallel, loaning money to a friend is not so far removed from loaning merchandise to a customer. In both cases it is difficult to ask for the money that rightfully belongs to you, and the only difference I can see is that in one case by asking for your bill to be paid you lose your customer and when you ask your friend to repay your loan you lose your friend.

ST. THOMAS FIRE LOSSES.

St. Thomas merchants had heavy fire losses shortly before Christmas. W. E. Maxwell's through a defective chimney in the basement lost $15,000 with serious smoke damage; while D. G. Davidson, who opened up in that city recently with ladies' wear was damaged to the extent of nearly $10,000.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible

"KANT KRACK" COLLARS.

"A little talk on collars and dress" covers a neat booklet issued by The Parsons & Parsons Canadian Company of Hamilton. Inside are illustrated various brands of their "Kant Krack" coated linen collars. "A clean collar all the time and for nothing" is one of their slogans. "The Kant Krack collar is made of linen but the linen is waterproofed, therefore, it can be washed by the wearer any time, and anywhere in a moment." Several lines are recommended for boys' wear. A "correct dress chart," is a valuable addition to the booklet. "Made in Canada," is featured throughout.

MENS CLOTHING AND FURNISHINGS

JANUARY, 1915

$665,000,000 in Savings Banks—A Record

DOES any merchant imagine that because purchasing has been curtailed that fundamentally conditions are not sound in Canada? Does anyone imagine that the falling-off in many centres of retail buying signified just that much depletion in the "surplus" of the public? Official returns show that *savings deposits in Canadian chartered banks were greater at the close of* 1914 *than at any time in Canada's financial history* — $665,000,000 *on Dec.* 31, 1914, *compared with* $626,000,000 *on Dec.* 31, 1913, *and* $625,000,000 *on Dec.* 31, 1912.

New Kind of Confidence

CONFIDENCE, caution and production are the Canadian business man's essential equipment to face the year 1915. The future is truly uncertain, but whatever comes, no Canadian can afford to forget these three watchwords.

If Canadians lose confidence in their own ability to pilot their well-equipped ship, it cannot be expected that outsiders will continue to exhibit faith in "the land of opportunity." Occasions will arise during the year, says The Financial Post, when confidence in ourselves and our country will win the confidence of British and foreign interests.

But we want a new kind of confidence—not the hilarious and over-optimistic variety which has been in vogue during late years, and which has created weaknesses in our financial position, that now make it additionally hard for us to carry our share of the Empire's burden in days of strife. Rather as a nation we need a cautious confidence—one that will keep us working steadily forward, content even with keeping our heads above water, but never admitting defeat or retreat. The readjustment which started in 1914 will continue in 1915, and the various businesses in the Dominion will go through a sifting process. On account of inherent weaknesses some may fall by the wayside, but this should cause no alarm. It will mean in many cases the triumph of tenacious business ability over the gambling and exploiting element that has played too large a part in Canadian affairs, and which thrives best in prosperous periods and suffers inevitable elimination in periods of reaction or readjustment.

Editorial Notes

LET optimism predominate.

* * *

ARE YOU DOING any guessing on the war tax?

* * *

OUR OLD FRIEND VON KLUK is making a noise again. Some Allies' bullets must have struck his nest.

* * *

HERE'S TO THE PRINCESS PATS! May they gain many more miles, "For Canada and Old England."

* * *

NOW THAT THINGS are beginning to settle again more in their regular stride leave "The War" out of your store announcements unless there is some special reason for mentioning it.

* * *

THE "REDUCED BARGAINS" offered in some of the January sales suggest almost as much truth in the make-up of the ad. as in the daily hallucinations of messages from "Berlin—By wireless to Sayville, L. I."

* * *

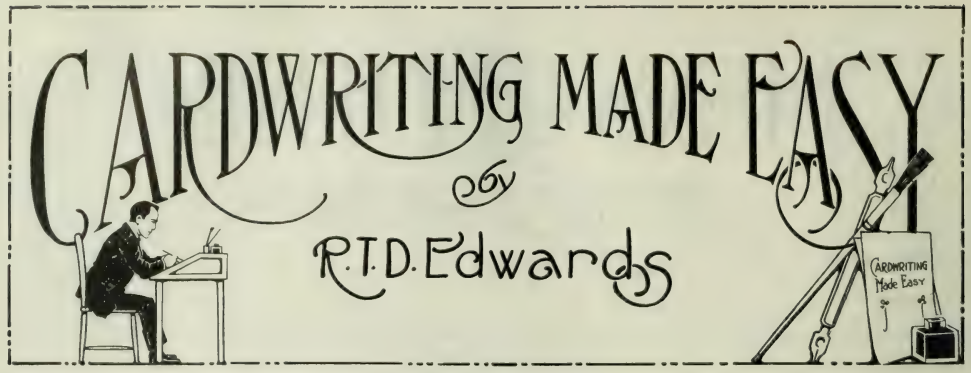
WHEN the war is over it will be found that the men who kept a bold front, who advertised as usual and who maintained their reputation for honesty and quality, will be the men to first feel the beating of the pulse of good times.

* * *

AN ANNOUNCEMENT RECENTLY made in a trade paper is likely to bring back memories of happy days to many men past middle age. This was none other than that copper-toed red-topped boots are coming in again. These were all the rage about forty years ago, and, according to all accounts were "some boots." They could be both seen and heard.

* * *

BECAUSE HE SENT a receipted bill for a pair of shoes by parcel post in a dummy package, and marked the package "C.O.D., $4.50," alleged to be due on a purchase of footwear, a Milwaukee dealer was fined $25 for violating the postal laws. The parcel post will do many things in the business world, but it is not yet ripe for the collection of accounts in accordance with the plan adopted by the Milwaukee dealer.



ARTICLE NO. 1.

ON many occasions young men have come to me to find out how long it would take them to master cardwriting. They have invariably been surprised to learn that it could not be picked up in a few weeks. In fact some of them have said to me that they knew it would only be a matter of obtaining the proper tools for them as they had always been handy at drawing. In all such cases, when put to the test, they found that whatever skill they had had was not the only qualification required. To become a successful cardwriter it is necessary not only to study the subject from the rudiments up, but also to practise very carefully and thoroughly.

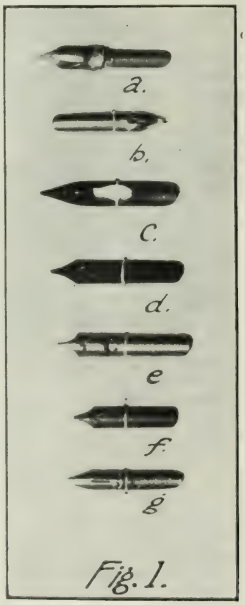
All Need Instruction.

My experience would lead me to believe that to become a proficient card writer it is necessary to receive instructions. Few good cardwriters have "merely picked it up." In all cases or in nearly all, men who have made a success of this branch of retail merchandising, have either taken a course or had the advantage of an apprenticeship under a proficient cardwriter. My advice, therefore, to anyone who is desirous to taking up cardwriting, no matter how much experience they may have had or how skilful at drawing they may be, is to follow this course. I am starting at the very first, giving suggestions and information which may appear as elementary to many readers; but as the articles progress we will take up every possible branch of the cardwriting work. Readers should follow the instructions given thoroughly. I have known some to read articles on cardwriting and then proceed to do the very opposite. To such as this we can hold out no prospect of improvement from following this series of articles.

I would also like to impress the fact that practice is nine-tenths of the battle. Be sure, however, that your efforts are in the right direction. Remember that one step in the wrong direction is worse than standing still.

As a Side-line at First

I desire to make it clear at the start that those who follow these articles with an idea of becoming proficient at cardwriting should not do so with the idea that in time they would be able to devote themselves exclusively to this work. Cardwriting has become to a great extent a science and, to do nothing but write cards either in a shop or a large store, a man must have many years of experience. My advice to beginners is to look upon cardwriting as a side line to window trimming, advertising, or the selling end of the retail trade. By so doing you not only increase your experience but also improve your chances of advancement.



Types of Nibs.

Cardwriting has developed to an almost unbelievable extent in the past few years. To-day every live merchant in Canada knows the importance of the price ticket. Even in the smallest towns and villages they are used. Many of the cards used to-day are extremely crude. Frequently they are made with a box-marking brush, a blue crayon, or a rubber stamp. Nevertheless, the fact that they are used shows that the demand is there, and that the clerk who desires to make himself as valuable as possible and to bring himself as close to 100 per cent. efficiency, should acquire some skill in the writing of price and show cards.

The excuse need no longer be put forward that it costs too much to learn. All that the beginner needs is the necessary material. By following these articles he will then be in a position to acquire sufficient skill to prepare creditable cards for the store in which he is employed.

The First Start.

I am starting this course on a different basis than any other series that I have ever seen. It is my experience that the beginner wants to see actual results and, if he is forced to practise exercises too long, he is liable to lose heart and quit altogether. With this in mind I start the student off with outline pen work. Practice with the pen in school days has left everyone more or less proficient with its use and it, therefore comes more natural than the brush, which to the beginner is much harder to control. The surest and easiest way to make a start at actual cardwriting is to letter price tickets. Accordingly, we will direct our attention for this lesson on pen outline Roman figures. This may seem rather

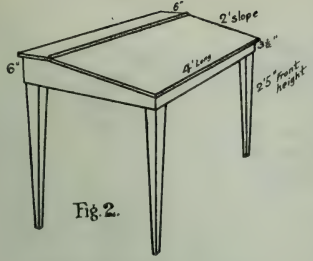


Fig. 2.

Best kind of table to work on.

too rudimentary for many of our readers, but I desire again to emphasize the fact that the man who desires to become thoroughly proficient must start at the very beginning and master each phase no matter how simple. It is my experience that to acquire the fullest degree of skill at making figures, it is necessary for a beginner to practise at least a full month. It will take a good part of his spare time at that. The next step will be to master the alphabets and these will follow in due course.

Tools Needed for This Lesson.

You will require in the first place a large ball-pointed pen nib with ink retainer attached. If this cannot be secured a real blunt stub pen will serve the purpose. No. 3 or 3½ round writing pens are also suitable for this class of work. Fig. 1 shows illustrations of various nibs. If your stationer cannot secure these for you they can be obtained by writing to the Editor of this paper. Nib A is a No. 3 round writing pen with brass ink retainer attached. The retainer regulates the flow of ink. Nib B is ball-pointed, camel back retainer. Nib C has ink retainer underneath. Nibs D, E, F and G are all stub pointed pens and are good for this work. Any stationer should have these in stock.

Pen holders should always be round and thick. Small handles cramp the fingers. Other tools needed for this work will be a good straight ruler, not less than eighteen inches in length, and a compass that can be used for either pen or pencil. The best ink for the work is a good black carbon (not waterproof). This ink can be secured at any retail stationer's, art supply stores, etc.

Fig. 2 gives a good idea of the best kind of table to work upon. The dimensions given make a table large enough for anyone, no matter what work you may have. Always work on a slanting top table, as a flat top will tire the wrist very quickly. The six-inch margin shown at the back is for placing pots of paint, tools, etc. When sitting the edge of the table should come just below the pit of the stomach. This gives the arm room for a free swing without resting it too heavily upon the table. Always sit erect when working. The importance of maintaining a proper position while working is greater than the beginner will imagine.

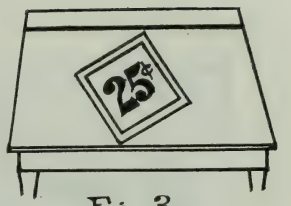


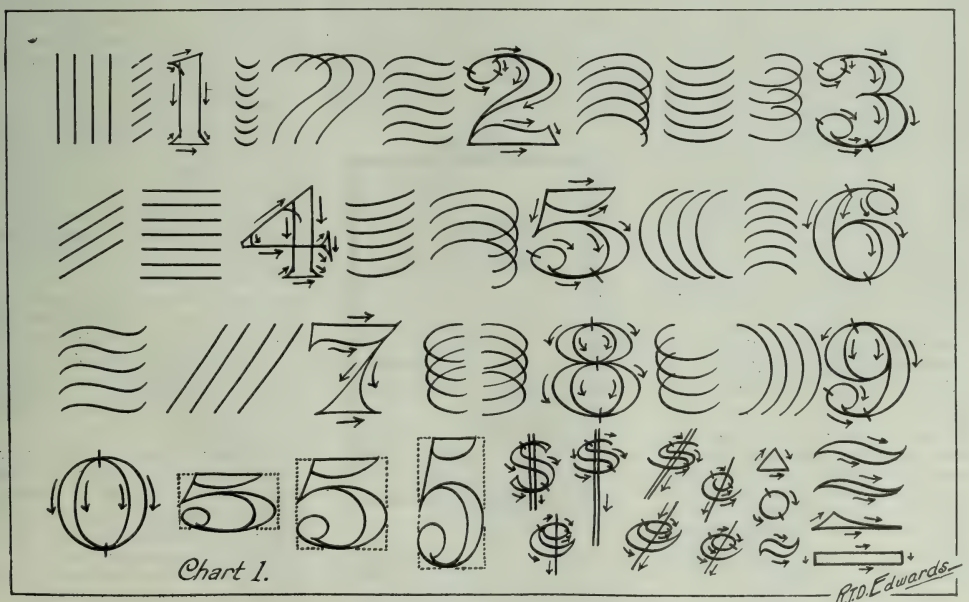
Fig. 3.

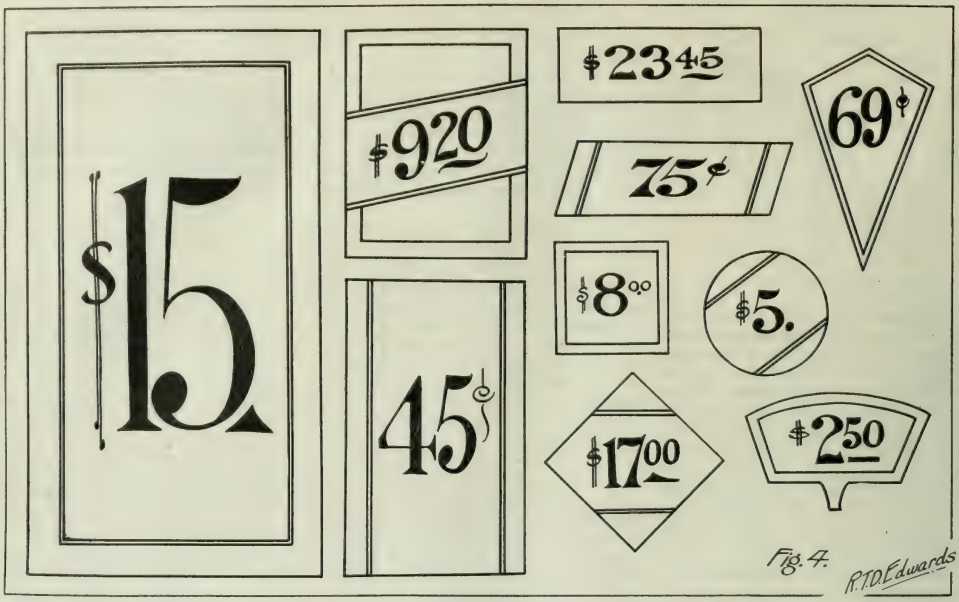
Position of card on desk.

Fig. 3 gives an idea of the position the card should occupy on a desk while being written. If it is placed parallel with the edge of the desk, the wrist will become tired quickly as this gives it an unnatural twist.

Before starting practice see that everything is ready. The cardboard should be ruled out. The ink should be contained in a vessel that is free of access and at your right hand; the table should be placed so that the light falls over your left shoulder. All pens should be close at hand.

Study the chart thoroughly before starting. Preceding each figure you will notice a few exercise strokes which are in the make-up of the figure. These should be practised thoroughly and perfected before attempting the finished work. The arrows indicate the direction in which to draw the strokes. Always work from left to right and from the top to the bottom. Be sure to carry





enough ink on the pen so that the entire stroke can be made without a second dipping.

Fig. 1 is mostly composed of straight lines. Watch that both the upright lines are the same distance apart all the way up. Figs. 2 and 3 are almost entirely composed of curves. These take a great deal of practice in order to get them balanced up evenly. Fig. 4 is about the hardest figure to make for beginners and should be watched carefully. Care should be taken not to get the centre cross-line too low. Note the top of Fig. 5 does not project as far to the right as the lower part. This is another figure which needs great care as it is the most used of all. The six and nine are composed of the same amount of strokes. All being curves, they need a great amount of practice. The 7, like the 4, is quite hard for beginners to balance up. Practise well the two exercises preceding it. Note that the top of the 8, while the same shape, is not so large.

If at any time you have difficulty in balancing a figure up properly, draw a square lightly with a pencil and place the figure inside as shown at the bottom of the chart. The three fives explains well the way out of this difficulty.

The dollar and cent marks should be practised just as thoroughly as any of the figures.

Collection of Cards and Price Tickets.

The collection of cards and price tickets in Fig. 4 give a fair indication of what you should be expected to accomplish if you thoroughly master the lesson. You will note that every figure is in use along with the various styles of dollar and cent marks. The collection of small price tickets is easy for you to make, being simply cut out of plain white cardboard and ruled out with the same pen that is used to make the figures.

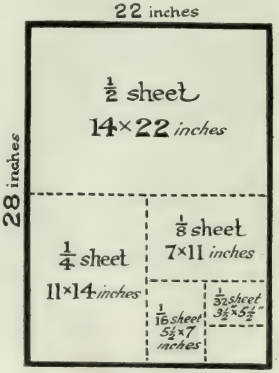


Fig. 5

Many other designs and rulings can be used to make very attractive tickets. In making these rulings use the side of the ruler that does not lay flat on the card. This will keep the work from being smudged.

For filling in this pen outline work, any brush will do that you may have. A cheap camel-hair brush will serve the purpose. I do not want you to get the good sable writers until we come to brush work, as the success of the work depends to a great degree on the proper care of the brushes.

The question of cardboard naturally arises as soon as cardwriting is taken up, so this must necessarily be gone into at once. White board is the main color and this must be of a smooth coated finish. 6, 8, and 10-ply are the most popular weights, but many just use the 8-ply for all sizes of tickets. If you have frames in which to put the cards, the thinnest board will serve and be somewhat cheaper. This board can be bought wholesale in Canada from 4½ cents per sheet upwards, but a great deal depends on what quantities you buy and from whom it is procured.

This board is made for printing and lithographing use and comes in a regulation size of 22 x 28 inches. This cuts up economically into the sizes shown in Fig. 5. For ordinary store use the ¼ and ⅛ sheet sizes are most popular; ½ sizes should be used sparingly. The smaller sizes make neat price cards.

An excellent view of the new men's wear department of D. E. MacDonald & Bros., Guelph. At left-hand side are revolving hat cabinets, each containing 200 hats. Note suit cabinets with plate glass tops. At back are curtained cabinets for boys' clothes. On right side is latest equipment for collars, hosiery, gloves, etc.

How Modern Equipment Transformed a Store

Men's Wear Section in MacDonald Store Removed From Back and Given Half Frontage to Itself—Immediate Increase in Business—Descriptions of New Facilities for Displaying and Handling Goods.

A SINGLE glance at the accompanying photograph of the new men's wear department of D. E. MacDonald & Bros., of Guelph, will satisfy any merchant that it is one of the most up-to-date establishments in the country; that the facilities for doing business are unusually favorable in regard to store equipment, arrangement and space, and there will be no surprise manifest at the statement that the opening of this handsome and complete section for men's wear resulted immediately in a large and steady increase in business, and just here let it be remarked that, contrary to the theories of some men's wear merchants, the immense improvement in the appearance of this department did not drive off the large farmers' business always enjoyed by this firm. On the contrary much of the warm admiration expressed at the transformation came from this class of customers, —farmers and their wives alike.

From Obscure Location.

The change wrought in this store is on a par with the handsome and most effective island fronts that are described and illustrated elsewhere in this issue. Previously the men's wear department occupied an inconspicuous section at the back of the dry goods on the main floor, necessitating for the most, a passage through the rest of the store to reach it. But here, it has half the front space to itself with an enticing display front and —separated entirely—save for a connection inside with the rest of the store.

200 Hats in Each Cabinet.

The photograph shows better than any description, the manner of the new equipment. On the extreme left can be seen the glass cabinets, two in number in which the hats are kept. These operate under the latest type a moveable rack that revolves like a clothing rack, allowing the hats to be viewed from three sides. Owing to this fact a much larger stock can be carried than on the ordinary stationary shelves—200 hats being the capacity of each cabinet. The first is for soft hats, the next for stiff.

All the suits in store except the cheaper lines are under cover, mostly glass. The glass cabinets next the hat cases along the wall are for black and blue suits. Along the back is the boys' department, with curtains run on rods. The same arrangement applies to the odd trousers. These, indeed, are the only part of the clothing that are not hung on racks of some description, for this store recognizes the superiority of the new system over the old one of piling up clothing on tables.

The display facilities for the clothing thus could hardly be improved on, allowing for ease in exhibiting them, a good classification, according to prices and sizes, a great variety open for ready inspection, space for customers, and other important points that help sales.

Gloves, Hosiery, Shirts.

The men's furnishings are kept mainly on the right side, starting off until a modern collar cabinet backing the window, with each style of collar seen through the glass opening. In front are show cases for ties, etc. Along the side wall are glass cabinets for gloves, hosiery and shirts, the two former arranged in compartments according to sizes. These are of such a nature that a large stock can be kept on hand all the time without littering up the store with boxes and other packages that usually

(Continued on page 74.)

DRY GOODS HALF.

The cut on the right gives a good idea of the dry goods half of the beautiful display windows of the MacDonald store. As will be seen by a study of the plan at the foot of the page there are entrances on each side of the Island front which is covered with glass at the back as well. The door is immediately behind the centre. The Island front is 19 feet 9 inches long, with entrances at either side nearly 6 feet wide. The windows have the latest type of overhead lighting.

Night view of left half of MacDonald store at Guelph.

Island Fronts Double the Window Display

From 130 Feet Frontage the MacDonald Store of Guelph Has Secured Magnificent Facilities for Trims of 270 Feet—A Natural Thorofare Behind Island Fronts.

ISLAND fronts are comparatively new in Canada. There are several "islets." But the island front is in a class by itself in so far as presenting a wide expanse of display from one side of the building to the other and it stands forth, as our old geographies said, as a body of light "entirely surrounded" by darkness. A glance at the illustration of the island front of the store of D. E. MacDonald & Bros., of Guelph, will be sufficient to prove the correctness of this definition.

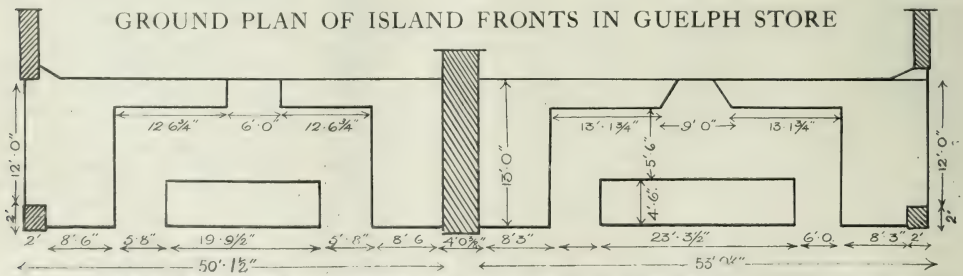
Does Its Best Work At Night.

This new island front, completed after a work of a couple of months, is at once the delight and profit of the firm whose enterprise and confidence in the year 1914 and those to follow led them to undertake this work. Those who know the real cost are surprised that it is less than the work would lead one to expect. As it is, the store is enjoying the advantage of being one of the finest advertisements, probably the finest, that it has turned out, an advertisement that is continuous and does its best work by night. In fact, as the head of the firm pointed out to the Review just before Christmas, this store front was carrying on a splendid merchandising work in the hours from six to half-past ten when the activities of the store itself are finished. Those who understand human nature and the delights in sight-seeing that possess the oldest and the youngest will have no difficulty in believing that every evening large crowds gaze through these windows and note what is within, and pass inside to view the displays, which are carried on on as large a scale within as without. Indeed, as the plan of the store front shows, the one-half given up to the dry goods section, and the other for the men's wear section, the passageways have become a crowded thoroughfare with people walking in one way and coming out the other, after satisfying themselves with a view of the front of the store itself. The lights are left on until meetings and theatres and moving picture shows and other places are beginning to be deserted, while every section of these windows is absolutely changed at least twice a week by the window trimmer, and thus a profitable showing of goods is obtained. An idea of the new display facilities of the store may be obtained by the simple statement that out of a frontage of 130 feet—from which ordinarily 20 or 30 feet would be deducted leaving about 100 feet—the present display under the new conditions reaches 270 feet.

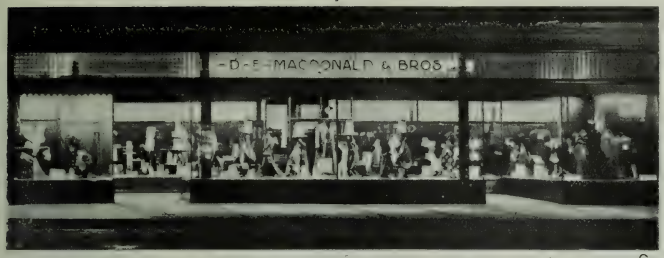
Dressed Half in Couple of Hours.

This extension of the window display has not increased the cost for window trimming as might be expected. The regular dresser, Mr. W. Hallgarth, does the work now as heretofore. There is no need to argue that the work has not been greatly extended, but the window-trimmer has responded to it with a hearty enthusiasm as an opportunity for doing his best work. Mr. Evan MacDonald told The Review that the first time the windows were dressed, the window-trimmer started at four o'clock in the afternoon, and by twenty minutes past six, had completed all the space connected with the dry goods front of the store, including the island

GROUND PLAN OF ISLAND FRONTS IN GUELPH STORE



This drawing shows the exact size of the Island fronts in comparison with rest of windows. Left half is kept for dry goods, and right half for men's wear displays. Total width of store is only 103 feet, but 270 feet of windows is secured. Depth of main windows is 12 feet. Note wide thoroughfare behind Island fronts which often is thronged at night.



Night view of right half of MacDonald store at Guelph.

MEN'S WEAR HALF.

The cut on the left shows the half of the new MacDonald store front given up to displays of men's wear which occupies the store immediately behind. This front is arranged exactly like the dry goods half with the entrance behind the Island front. The large additional space thus provided enables the store to have a great variety of trims. Every trim is changed twice a week.

front and the windows on either side. The windows for the men's wear section do not occupy Mr. Hallgarth any longer and probably not as long as for the dry goods section.

The variety that can be obtained by a display system of this character need hardly be referred to. At the time the Review saw these windows the display started at the left-hand side with furs, followed by linens, art needlework, neckwear and handkerchiefs on the right. This gives an opportunity for a large number of departments of the store to be represented at the same time, in what they covet most, a front window display. Under the old system two departments at the most could be given space at the one time, whereas now five or six and even seven have been accommodated by a division in the island front.

Quadrupled And More.

Apart altogether from its display value the new front lends a handsome appearance to the store. The metal is of bronze and this is carried out even to the heavy name-plate on the centre wall. Some idea of the contrast between the Before and After may be grasped when it is learned that previously the firm owned only the dry goods half, and that the entrance to this was in the centre with two comparatively small windows on each side. The other half—now used for the men's wear—previously was occupied by two other places of business. Hence now the store has far more than quadrupled its window space.

Well Ventilated to Prevent Freezing.

The new windows, of course, are equipped with the latest systems of lighting—the lights concealed above in front—and ventilated to prevent the windows freezing up. The interiors are in fact so cool always in winter that the window trimmer is prone to dress up warmly to protect himself against a chill. But this is a mite of tribulation compared to his blessings envied among window-trimmers elsewhere.

Direct Increases in Sales.

The head of the firm, Mr. Evans MacDonald, in discussing the result of the new store front declared that it had undoubtedly resulted in a considerable improvement of business, the more marked as conditions generally would not call for this. An increase in sales in several departments had been directly traced to the publicity given by the increased window displays. The new front, conspicuous as it was in the business life of Guelph, not only at the first but for a month or six weeks after it had been installed, up to the time of the interview in fact, had continued to stimulate the trade of the store, and as a means of publicity its results could not be equalled. It has become a well-known rendezvous for a trip down town at night, and it is getting to be a common expression, "Let us see what MacDonalds are showing in their windows to-night."

During cold weather, particularly when there are high winds, people were not accustomed to stop and look at windows, but it had been found that the passageway behind the "island" provided a shelter from the storm, and people took refuge in it, both as a release from the wind and in order to carry on the observation of the contents of the window with comfort to themselves.

Direct Business of $40.

Mr. MacDonald gave an illustration showing direct proof of results, the splendid results that have come from the new front. His men's wear store occupies, as will be noticed, the right-hand half of the building, and according to the policy of the store to develop to the utmost the men's wear end this half of the window display is given up entirely to showing men's wear goods, including clothing and furnishings. One window can be seen very clearly from the railway and car track, and is at the corner where there is a junction of street cars, and where a large proportion of the people using the cars are accustomed to making their connections. It is, of course, also the busy corner of the town itself. One day a short time ago when a certain theatrical troupe was in town, a group of actors were passing, and were drawn to this unique window display. One of them noticed an unusual type of suit with a braid binding the edging of the coat, and went in with his friends to price it. The result was a sale at once, and before the group had left the store purchases amounting to $40 had been made. This was a direct result of a single display in the window, and undoubtedly it was the unique character of the window itself that had drawn the attention of these men, who ordinarily might be disposed to delay their purchases of men's wear until they reached some recognized style centre such as New York.

The left half of this architect's drawing shows the display frontage available before the right hand store and bank premises were secured and all transformed by two Island fronts.

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HOW MODERN EQUIPMENT.

(Continued from page 71.)

find a resting place on the ledges and prevent these—if low enough—from being used for displaying suits, evening wear, smoking jackets, etc., as is done in this store.

Next the shirts and running to the farther end are underwear. The firm has a large trade in this, both in city and county, and for the latter keep fairly heavy weights.

The Old Box for Socks.

At the end of the counter opposite the underwear section is an old box that has been in use ever since the business started. This has different compartments, where are carried lines of heavy knitted socks—the real old-timers. There are the 2-for-25 cents cotton, and 25, 35 and 50-cent woolen socks. "We would feel lost without it," remarked the manager to the Review.

Just back of this is a table containing samples for the brands of made-to-order clothing for which the firm are agents.

The display of goods is one of the strong points, apart, of course, from the modern equipment. It was shortly before Christmas—one week—when this photograph was taken, and two tables are seen piled with goods in Christmas boxes, ties and suspenders—and the price on a card stand above. On the one behind these an overcoat is shown on a brass stand.

The business of this store is being helped to a considerable extent by the island front, which gives 135 feet of frontage.

THE CHAMOIS GLOVE.

First popularized about five years ago, the chamois glove retains its place as a finishing touch for the well-dressed man for morning and sporting wear. The color is a trifle loud, and yellow gloves would not have been popular in the fifties—not even with Lord Primrose—but in a day when a man may wear pretty well anything in color so long as the style is all right, yellow gloves are "au fait."

The button glove, and not the dome fastener is the thing this year. The glove also should be hand sewn, and the seam outstanding and visible.

KHAKI HANDKERCHIEFS.

One questions very much whether, if there were no wars, khaki would ever become a fashionable color. Certainly we are becoming khaki-mad again. A very attractive novelty is a thin silk handkerchief in this color, chiefly for men's use. A number of the up-to-the-minute stores are featuring this, and report that it is selling very well. On the other hand the usual "stunts" with flags, crowns and other symbols have not gone so much with this war public as they did in the time of the South African war. Handkerchiefs with an embossed flag in the corner are not popular.

BLACK AND WHITE SCARVES.

There is quite a boom among the better-dressed men of the States in ties with black and white stripes. There are reasons for this. First of all, Great Britain is moving in the same direction, largely due to the suitability of such combinations in ties for mourning purposes. A second reason—and probably one that counts more, so far as this continent is concerned—is that for several seasons now we have had a riot of bold colors in neckwear, and the pendulum is due to swing the other way. There will, of course, be many color combinations this year too, but black and white will be a leader.

Then, again, the matter of dyes becomes an important factor. There is doubtless enough on hand for present needs, but that supply is getting smaller and smaller, and it is at present problematical whether or no we shall be able to get importations when present stocks are exhausted. So that for that reason many neckwear makers are giving special attention to substitutes, and they could not have picked anything better than the black and white lines.

Immense quantities are being cut up, and all sorts and conditions of styles are being furnished. Blacks upon white; whites upon black; perpendicular stripes; horizontal stripes; diagonal stripes; thin, thick, single, double, and check effects—all have representation. All are cut on the bias.

The boom in black and white and checks will help the demand for plain blacks too. Plain black is about due for a revival.

$1,000 FROM TRAVELERS.

At the annual meeting of the Dominion Travelers' Association the sum of $1,000 was set aside for the executive to pay the annual subscription of any member who had gone to the front, or may go to the front on any of the contingents.

Take Advantage of Our Enquiry Department

WHEN you become a subscriber to "The Review" this is part of the service you buy.

Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

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Keep your eyes on local organizations and keep in touch with us, so that when new uniforms are required you will be on the ground floor, ready to quote prices at short notice.

Our military designer, Mr. F. Fisher, spent many years doing contract work for the British War Office, and is a recognized authority on all kinds of military and semi-military tailoring. We are fully equipped to produce uniforms of all kinds, made-to-measure, and tailored to the Crown Tailoring standard.

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CANADA

The Crown Tailoring Agency in your town is worth while.

Have you looked into the made-to-measure idea yet?

The Crown Tailoring outfit can be made most profitable, for it enables you to increase your turnover with less investment and less trouble and worry.

It brings customers to your store who have never worn ready-made clothing in their lives—this means the raising of your standard of patronage without lowering the volume of business or the percentage of profit.

Look into it now, and be ready for Spring business.

CADET PATROL JACKET

OFFICER'S GREAT COAT

The Crown Tailoring Co., Limited

TORONTO, CANADA

MEN'S WEAR REVIEW.

STORE EQUIPMENT NUMBER

Modern principles of store fronts.

Backwardness of merchants in exterior improvements.

Maximum glass surface consistent with ease in catching eye of public.

Drawings showing improved front compared with former incorrect designs.

Advantages of Island fronts.

Deep or shallow windows.

Place of the modern show case in interior display.

Restrictions in electric lighting.

Illustrations of show cases and cabinet equipment.

Plans of store interiors.

Building up business with modern store equipment.

GENERAL ARTICLES

What the more exclusive men's wear stores in Canada are showing.

London and New York letters.

Guelph store in hotel annex.

Signed article on Spring overcoats by one of best buyers in Canada.

Sweater coats for Fall—illustrated.

Ties for Spring.

Spring tendencies in hats.

Building up shirt order business.

Second series of articles on "Card Writing Made Easy."

FEBRUARY, 1915

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Fact No. 6

Concerning "KANT KRACK"

—AND THAT THE BEST"

Though the lip is a flexible, third heavier than the rest of the collar

—which means that it withstands rough usage and greatly increases the life of usefulness of the collar.

Besides this the firm lip helps to hold both sides of the collar rigidly to their place, giving much better service to the wearer than ordinary waterproof or plain linen collars.

"Of the many" KANT KRACK features—the long slit back, the reinforced back button-hole, the easy-slide tie space, etc., the flexible lip is the chief, and "if for no other reason," makes "KANT KRACK" worth looking into.

Order your stock now—we sell direct to the trade.

The Parsons *and* Parsons Canadian Co.

HAMILTON, CANADA

You can be the popular soldiers' *and* civilians' tailor *of* your town

With the Home Guards and Third Contingent being formed, there's a country-wide demand for soldiers' uniforms, especially officers'. The tendency, therefore, is for the custom tailor to stock Khaki cloths of the regulation shade and quality, and for him to feature uniforms.

This is good business, but why let the custom tailor get away with the whole thing when you can give the same or better service than he and without investing a dollar in stock, and without taking an iota of chance?

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TAILORED CLOTHES

whether for military, semi-military, clubs, etc., or for ordinary civilian wear, are always made to your customers' exact measurements. We supply our agents with charts, measuring instructions, style books, and a complete set of samples, etc. No need to carry a stock, simply take the measurements and send in with number of sample selected. These are handed to our expert cutter and operators—a perfect suit, well made and a perfect fit is the result; satisfaction and quick delivery are guaranteed.

Write to-day for full particulars of the Style-Craft Agency. You should have it for your town.

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TORONTO CANADA

Hank says—
No. 3

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MADE IN TORONTO
Carhartt's
FOR CANADIAN WORKMEN

"My wife says she's glad I wear Carhartt's, for there is no sewing on buttons or fixing rips."

"And my wife knows, for she has been keeping my overalls in repair for twenty years. She's practically gone out of the overall-mending business since I started wearing

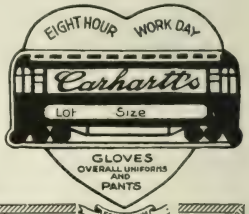
CARHARTT'S OVERALLS

for they are mighty strong—made of good material that doesn't tear every time I get up against a nail, and as for rips they are rip proof and the buttons are on to stay."

A satisfied customer, Mr. Retailer, is the best advertisement you can have, for he's a man among men, giving a practical demonstration of your wares. Carhartt's overalls are fine and roomy, are reinforced in the spots that would be weakest, well-sewn seams, have safety watch pocket and self-adjusting suspenders—giving absolute comfort and freedom of action.

Get the agency for your town for Carhartt's overalls and gloves. A trial shipment of both will be sent on sixty days' approval. What you can't sell return at our expense.

Send a postal to-day.



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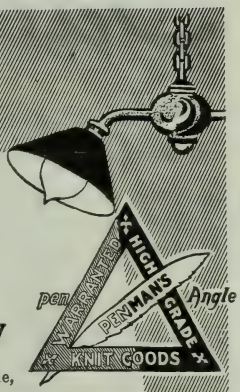
Made for the Whole Family

You can supply all hosiery demands with the Penmans line, and produce satisfaction that will react in your favor.



Penmans High-Grade Product

backed up with strong newspaper advertising and attractive window display material, gives the foundation for quick sales and profitable turnover.

With this popular line, you can standardize your Hosiery stock, always having uniform sizes and dependable quality.

No selling effort required with Penmans.

Penmans Limited
Hosiery, Underwear, Sweaters
Paris, Ont.

104

All *Penmans* Products are Made in Canada

Sales Booster

THE SECOND

HERE comes Brown's delivery man for a waterproof collar—why it's some time now since he bought one—it must be months, and yet he is particular about the style he gets, too.

Does it pay to cater to this Trade?

Now, size this up for yourself—Brown's driver is a man, with a man's requirements, and the necessary money to satisfy his needs. He thinks enough of your store, you admit, to come in and buy a waterproof collar once in a while. What is he doing in the meantime when he requires hosiery, a cap, a suit, an overcoat and other articles of men's apparel?

Why, he naturally thinks of your store just the same and when you can satisfy him with his collars you have his confidence enough to get a chance to fill the rest of his needs.

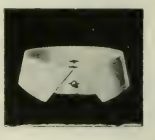
Why not get the trade of more "Brown's drivers?" for there are thousands of his class and their trade is well worth while—it's worth going after.

Any waterproof collar is a waterproof collar, but an Arlington Collar is a satisfier—an ad. for you every working day of the year.

A natty display of **Arlington Collars**—(fresh boxes opened up and arranged in one corner of the window with a natty card as here shown, well displayed, and a few individual stands showing the different styles), will interest wearers of waterproof collars and others. **There's an Arlington Collar to suit every taste and every pocketbook. Each one is entirely satisfactory. Prices range 70c to $2 dozen.**

Write for Catalog.

Arlington
Waterproof Collars



—are friends of the out door man

A STYLE FOR EVERY TASTE

This is an easy card to make—use a long white card; line across with black ink and letter with blue pencil; use illustration below.

Send to us for display cards.

Use this cut to illustrate your show cards.

The Arlington Co. of Canada, Ltd.

54-56 Fraser Avenue, TORONTO

Eastern Agent: Duncan Bell, 301 St. James St., - - - Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block - Winnipeg

It's the cloth in your overalls that gives the wear.

STIFEL'S INDIGO CLOTH

Standard for over seventy-five years

The boot on the back is your guarantee

75 years *continuous sale* is the best proof of the selling quality of STIFEL'S INDIGO

Three generations of wearers have found it pays handsomely in long and satisfactory wear to insist upon OVERALLS, JUMPERS, SHIRTS, etc., of STIFEL'S INDIGO CLOTH. Every washing makes it like new.

You can tell the genuine in a minute by this trade mark ☞ STIFEL'S (Registered) on the back of the goods inside the garments.

It's your guarantee and your customers' guarantee against imitation.

Give yourself the prestige and profits of the *world's standard fabric.*

Cloth Manufactured by

J. L. STIFEL & SONS

Indigo Dyers and Printers

WHEELING, W. VA.

SALES OFFICES

NEW YORK	260-262 Church Street
CHICAGO	223 West Jackson Boulevard
SAN FRANCISCO	Postal Telegraph Building
TORONTO	14 Manchester Building
WINNIPEG	400 Hammond Block
MONTREAL	100 Anderson Street

"King George" Suspenders

Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.

BERLIN ONTARIO

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP,* it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR,* and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET,* making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless. Perfect in Fit. Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

MEN'S WEAR SECTION

Only One Color in Colored Collars

Original Striped Collar of England Being Shown in Toronto Shop — Black and White Silk Shirts—Union Jack in Colors on Tie.

BY A TORONTO CORRESPONDENT.

WE are just between seasons, and there is not a super-abundance of things new in men's wear. At least, they are not to be seen in the stores. It is a little late for Winter and it is too early for Spring. Nevertheless there are some new novelties, chiefly in trifles.

For instance, I see there is some attempt to duplicate New York in the matter of the black ebony cane. There are not many of these in Toronto as yet, and I don't think they will be particularly fashionable here. The cane is about one inch thick, and is made of ebony, or ebony wood. There is no handle of any sort. The top is merely silver mounted, the mount stretching down about two inches and a half. It is a distinctly unusual cane, but not one that is likely to be very much affected in Toronto.

* * *

A New Shirt.

In Brass's store, I notice some of the black and white silk day shirts. These have had a fairly good run in New York, though they are not popular now, and Toronto saw them for the first time a couple of weeks ago. The shirt is white silk, and the stripes, which are perpendicular, may be close, or wide apart. According to the width apart is the width of the stripe. Some of them are bars a quarter of an inch thick. The whole effect is too zebra-like for the conservative man, but for the "young blood" this shirt should be a good buy. The cuffs are double.

* * *

As to Boots.

The predilection—as we have observed in our recent articles dealing with the shoe department,—is in favor of cloth tops for men, and the particular color which is going to have a big run is sand. In connection with this, the Royal Shoe Store is displaying some mighty attractive models along this line. One I saw which rather took my fancy was a dull glace kid lower shoe, and this sand-colored top. The eyelet was of black, and there was the necessary backing of leather on the back of the upper. This sand color is more or less new for this continent, but three or four years ago Bond Street featured it, and with the fashion-plate man over there, it had considerable vogue.

* * *

Patriotism in Ties.

Patriotism is being appealed to along various lines these days. I saw in the Men's Wear Annex to the T. Eaton store the other day a blue silk tie, wide end, with the Union Jack displayed in colors in the place where the tie-pin would naturally come. It looked very attractive, though for some men it is doubtless a trifle bright. The price, I believe, is one dollar. I understand that the tie is having a good sale.

* * *

More About Striped Collars.

The question of striped collars is not dead in Toronto, though our Montreal correspondent says it is there. I see that Ely is featuring stripes, in various shaped collars. The noteworthy thing though is, that they are only in one color. That is, in darker blue on a pale blue background. This was the original striped collar which was revived in England some three years ago, first—if my memory serves me—by Lord Haldane. The trouble has been that New York suddenly developed a penchant for striped collars and rushed into the field with all sorts of shades that an Englishman—whose fad the striped collar was—would never look at. Hence we may see pale greens, and mauves, and pinks. London never stood for these. Her sole striped collar—among well-dressed men—was the blue. America, imitating London, fell foul as often, and got out collars that are nothing like those so much in vogue in London.

These collars, by-the-by, were originally high-priced, and this was because they are made to measure for each customer. Stanley & Bosworth have made them for some time. Ely is doing the same. I see the latter store is showing all sorts of shapes in both single and double fold. One that particularly attracted me was a butterfly in this darker stripe on light blue background. It certainly is a smart collar.

Striped collars are not out of fashion, provided they are this color, and are well made. The cheap lines that some manufacturers put on the market looked as cheap as they were.

* * *

Conservative Styles in Hats.

The new hats are here, and one notices—possibly with no small degree of thankfulness—that we have gone back to more conservative hats. This applies alike to fedoras and derbies. The latter are more or less the styles we used to know before those weird semi-Welsh hats were seen in our stores and streets last season. There has been quite a revival in the popularity of the Christy hat.

The best soft hat, and one which is finding large vogue, is the plain green fedora. It is of simplest style, same colored band, fairly high crown and fairly narrow brim. It is a leader with well-dressed men. The contrast hats are dying quickly—and personally we don't mind how soon we see the last of them.

(Continued on page 41.)

Mercerized Shirts, Heavy Black Stripes

A New York Line That Will Be Tried Out in Canada for Spring—Bat Wing Bows With Pointed Ends—Narrower Cutaway Collar—Half Price Sales Running Into February.

BY A MONTREAL CORRESPONDENT.

SOMETHING has happened that never happened before, probably—the high-class haberdashers have been holding half-price sales. This was confined mainly to neckwear, fancy vests, hats, mufflers, and suits. They started out with 50% off everything in January, and carried the half-price sales right into February preparatory to a second stocktaking, and the arrival of new goods.

It is impossible then to write of what is being shown in Montreal, but as orders have been placed for new goods, it will interest readers to know what the large haberdashers here will be showing by the first of March.

* * *

The Cutaway Collar.

First of all, a new collar is expected on the market. Manufacturers are keeping the shape secret until March 1, but I have it on good authority that the shape will be almost identical with last one—a moderate cutaway—with this difference: It will be narrower for Summer. The old style of closed collar is being cleaned out at greatly reduced prices. A buyer, recently returned from New York, states that the poke wing collars are coming back, as well as the old Ascot ties. The latter, as always, are worn in neat shades of grey, and black and white.

* * *

Startling Black Stripes in Shirts.

If Canada follows New York, we are going to see something startling in shirts and ties. Buyers have returned with mercerized cotton shirts, with bold black stripes, fully a quarter of an inch thick, and ties to match. Merchants here who have them, are keeping them in the background until they see how they go. They guarantee them fast colors, and offer a new shirt for any that fails.

* * *

Selling Off Colored Mushrooms.

Colored mushroom pleat shirts, usually retailing at $5, are being cleaned out by merchants at $3, or anything they can get. They have never been a success, excepting in a cheap shirt, and, of course, the white mushroom, which is worn now extensively for evening dress.

White gloves with black backs are expected to return back for Spring; also hand-sewn chamois gloves.

* * *

Bow Ties For Spring.

Besides the ties referred to above we shall probably see lots of bat wing bows, with pointed ends worn. Knitted ties will be good, but will not enjoy the vogue they are having this Winter.

Colored crepe de chine pocket handkerchiefs are being shown, in browns, greys, and assorted shades. As these are imported from England, some difficulty may be experienced in securing supplies.

Khaki handkerchiefs in silk and linen are selling well to the soldiers. So hard to get are these handkerchiefs; several houses have bought the silk, and had the handkerchiefs made on their own premises.

The straight military cane, with small gold head, and no handle, is coming in.

ONLY ONE COLOR IN COLLARS.

(Continued from page 40.)

The Foulard Tie.

I see that some of the more exclusive stores are featuring the foulard ties. White spots on blue seems to be the leader, though the background may be of black, if preferred. The spots are different sizes. This sort of spotted tie makes up very well as a bow tie, and has been very popular for several seasons in England. It should be a bat end tie, and a very nice style which I saw had the spots about an eighth of an inch in diameter. There were not many of them either.

The long ties in foulard are not so much seen in Canada, but they are very natty. For these a closer spot is better, or else—which is the other extreme—big spots very far apart.

* * *

Lavender Spats.

Spats, having been taken up with some reluctance, I should think—for a spat a Canadian don't seem to me to tally—are now quite generally worn. The latest color to enjoy popularity is a grey or lavender. The fawn and dark and light browns have been mostly in vogue, but the smart men are wearing the light grey.

The Man About Town.

THE RAMBLING DOLLAR.

The "trade-at-home" dollar, which was put in circulation in Iowa, November 21, by Archie B. Spurgin, president of the Retail Merchants' Association, was recently returned to him. The dollar was spent fifty-three times and Spurgin estimates that it earned more than $10, besides teaching the moral that it is best to trade at home. The dollar was placed in circulation to give people an idea of how much good a dollar will do if spent at home.

A dollar bill was pasted inside a bank book and instructions were written on the fly leaf for the possessor of the bill to make an entry each time the money was spent, telling with whom it was spent and for what. Spurgin spent it first and after that it went to fifty-two different persons. It bought all sorts of things, was used in paying accounts, was applied on salaries, helped to make change and did every other thing a dollar has been known to do.

A NEW BAND.

Some of the Panamas that are being featured for the Summer have a black and white check band, wrapping round in layers. It looks very effective, though it would not do for the conservative dresser.

KHAKI FELT HATS.

There is some talk of reviving the Khaki brown felt hat in England. King George has started something along this line by wearing a Khaki felt trilby hat, with a broad band of black. This ought to start the ball rolling. They follow King George quite a lot in England in the matter of dress.

Our London Letter

By "THE LOUNGER"

The Popular Rainproof Overcoat—Soft Collars Have Greater Vogue Than Ever—Some Notes On Winter Overcoats—The Ulster Still in Favor—Khaki Colored Furnishings on Temporary Wane—Business Notes.

LONDON, Feb. 1.—With us it is not so much overcoat weather, as raincoat weather. For some time now the rain has come down with more or less consistency. The streets are full of men and women raincoated, and paramatta-ed and cravenetted and mackintoshed. The rain-proof overcoat finds this season as it has done the last two or three, a wide public. It is made of fabric which needs no rubber to make it impervious to wet, and yet it is fabric not waterproofing. The cravenette, light green or fawn color, is as popular as of yore. The raglan shoulder, built a good deal more roomily than hitherto, is the 1915 model.

I was surprised, when I was in Canada a few months ago, to see that there were comparatively few of these coats worn out there. Apparently you still stick to the out-and-out waterproof. This is distinctly declining in England. The superiority of the rainproof overcoats over the mackintosh is obvious; it is at once a coat—and a dressy one at that—and a shield from the rain.

A Natty Sports Collar.

It has been a puzzle to the average man who plays tennis or goes in for boating and the like, just how to be comfortable about the neck, and yet look more or less presentable. Heretofore, the average man has preferred comfort to good looks, and has unloosed his stud, leaving the collar in an untidy state.

I saw a shirt the other day, however, that will fill the bill. It has a collar attached, but there is a slope on either side which makes a nice wide opening right at the front of the neck. This is a natural opening; not one forced by just leaving the stud undone. It looked mighty nice. I understand there is a patent applied for.

On Soft Collars Generally.

I am told here that soft collars are to be very strong this Spring, and indeed, judging by what one sees right now, it seems probable. White pique is to be a leader. This makes a very nice-looking collar, inasmuch as it is not too limp. There is such a thing as getting the soft collar too soft, and then it looks sloppy. This, however, is a firmer material and makes up well. For better wear, Japan silk is a leader. Strictly, these should be worn with shirts of the same material, though they are worn quite often with the cotton and taffeta shirts. Most of the soft collars made here now have the pin holes at either side in the front, for slipping the bar pin through. Up to three or four years ago, the two sides of the collar were fastened by a pin, but the pin was jabbed in anywhere, and a man rarely hit the same place twice. This caused a sort of miniature pincushion on the front of the collar. The pin holes are recognized as au fait, however, and, as I said, have been widely adopted. In Canada I see that the bar pin is becoming the recognized way to fasten the soft collar. A couple of years ago, it was fastened by a little tape, terminating in two pearl buttons.

Quite a number of soft collars are worn here by younger men for business wear. These are white, of course. The colored soft collar has little vogue in England. The polo, or long shape, is the favorite here, superseding the ordinary double shape.

The Double-Breasted Ulster.

It was prophesied a good deal at the beginning of the winter that the ulster or very heavy frieze overcoat would not be as much worn as in other years. The contrary has happened. Ulsters have been more popular than ever. Dark green, in a heavy frieze cloth, is a leader. And dark blue pilot has had a good run too. The heavy and loose style of coat appeals to more and more people as years go by. Comparatively few Londoners will wear a tight-fitting overcoat, unless for absolutely formal wear. The tighter models have not arrived—to stay. There is some return to the strap over the sleeve again this year, rather than the rolled back cuff. There are also a number of men wearing the ticket pocket on the right arm. The belt continues as universal as ever. I see several without it, but the main body of men like it. There is one peculiarity about it this season, however, that is worth noting. Most belts are looser, and have no middle-waist buttons as heretofore.

Apropos of the subject of overcoats generally, it is remarkable how many men are wearing their last year's coats. In no department has the economy forced on us by the War been more outstanding than in the matter of clothes. This applies to suits and overcoats alike.

The Black Frock Overcoat.

Yes! this is still worn. There has been some attempt at a revival of the old frock overcoat, which—for some reason or other—we always associate with the actor who is down at heel or the stockbroker who has seen better days. Sir Edward Carson, the Ulster leader, was wearing one the other day on his way to the House, and so was Mr. Harcourt, the Colonial Minister. This overcoat is only for the man who can afford two or three overcoats. It should have the velvet collar; that goes without saying.

The New Straws.

I was in Dunns the other day, and was shown some advance models of straw hats. These differ little from last year's, the highish crown and the narrowish brim being prominent. I saw one or two extreme models—obviously American—which had a too-high crown and a too-narrow brim. But I don't think the average man will care for them.

In the Trade.

Conditions are not any too prosperous among tailors and outfitters generally. Business is very slack; slacker even than we had made up our minds it would be. By-the-by, many people had bought big stocks of khaki goods in different lines; silk handkerchiefs, sweater coats, hose and so forth. I understand that demand for the color has very much fallen off, and if it doesn't come back, dealers are going to be caught with big stocks on their hands. The average person doesn't seem to consider that the absence of all the soldier boys can make a very big difference indeed. To begin with, they are, most of them, young men, and therefore the very class that furnishes the tailor and furnisher and outfitter with bread and butter. But good luck to them!

THE FUR MARKET.

According to John Hallam, dealer in raw furs, Toronto, the catch so far has not equalled that of a year ago. This is chiefly accounted for by the fact that the war has made market conditions so uncertain that, to many, trapping has not appealed as profitable.

George Bartlett, of London, has purchased the men's clothing and furnishing business formerly conducted by R. M. Borrowman, at Ingersoll.

New York Letter By "LOOK-OUT"

Some New Styles in Suits for Spring—A Natty Golfing Coat—As to Shirts—The Soft or the Stiff Cuffs?—A Few Words on Collars—The Most Unkindest Cut.

NEW YORK, Feb. 11.—It becomes time to talk about Spring styles in good earnest, for here we are half-way through February, and Spring will soon be upon us. As to cut, suits for Spring and Summer will run along the line of greater variety. One-button, two-button and three-button sacks will all have their own wearers. Two and three-button sacks will doubtless out-distance the one-button, which is by way of being an innovation, and will, therefore, take a bit of getting used to.

I saw a very natty model the other day, and it looks to me to be the sort of thing that would become very popular. It was a two-button, two-piece sack suit, in dark grey. It had the patch pockets. The thing was peculiarly graceful. The lapel, rolling well over down the front, broke into a line which at once broke away again quite decisively into the skirt of the coat, if such a tight-fitting coat may be said to have a skirt. The sleeves were innocent of cuffs, though the trousers had them. The coat was cut fairly short, and appeared to fit very snugly. It had the outside breast pocket.

A Very Unusual Coat.

A very unusual coat, indeed, is a golf jacket which, I am told, will be featured by one house as a Summer coat. It is along the lines of the English sports jacket, a sort of semi-Norfolk that America has never yet successfully imitated. But this comes mighty near it. The cloth is a black and white check—though not too obtrusive—and the style is long and loose and roomy, as befits a coat designed for sports, golf in particular. There is a belt around the waist—a la Norfolk—and the vent stretches from the bottom of the skirt to the belt. The play about the shoulders and back is given by two pressed pleats, which allow of opening. There are four pockets, patch, of course. The lapel, pressed, stretches low, and there are three buttons.

This coat should be worn with palm beach colored linen pants, or flannels. We play golf in America in flannels; in England they play it in heavy tweeds.

Stiff or Soft Cuffs?

There seems to be a conflict of opinions as to the waxing or waning of the soft cuffs on the ordinary lounge shirt. Someone has got up and pronounced its death-knell, and we are waiting to know whether or not we should bury it. Personally, I don't think the soft-cuffed shirt will ever lose the hold it has on most men. It is such a comfortable thing to wear. Orders have come in fairly well for Spring lines, though the boys on the road have not been transported with joy over the number of men they have got orders from.

The stiff-cuffed shirt, while not displacing by any means the soft cuff, is steadily gaining in favor. This is apparent from orders from retailers.

Silk Front and Cuffs.

A line which is taking astonishingly well is the silk front and cuffs, with the cotton body. This is particularly fashionable in a pronounced stripe. I am somewhat surprised that a half-and-half arrangement would become popular, and we have yet to gauge the general consuming public's opinion. But the orders are coming in all right.

For the better dresser, crepe de chine is a leader, and it surely looks mighty nice. In subdued colors and quiet patterns, it is a very attractive garment, and I am not surprised that it has the vogue it has with the men who can afford six, seven and ten-dollar shirts.

Some Collar Talk.

In a country that has about as large a variety of collars as any ordinary three or four other countries would have between them, it is somewhat difficult to pick out what one might call the most popular of all. The cut-away shape has, however, had a great vogue, and the new lines are chiefly modifications of this style. The ordinary double collar, cut well away, is little changed from those men have been wearing. There is a tendency, I think, to cut out the freak collars, which were a cross between this cut-away shape and the butterfly shape. Some men still wear them, but not the better dressers.

The long deep polo shape is as popular as ever, and is going to have a big run with the pattern in self-figure, unless I am much mistaken. This collar is exceptionally worth while from the point of view of keeping the tie in shape. It sits well. For evening wear, incidentally, the butterfly with the curved corner has the big following, although there has been some movement of late to return to the collar our forefathers knew—the "straight-up" collar—as it was known England—which is only a straight single fold. This again is not general. Probably the more venturesome will try it.

Surely Not!

We have taken to ourselves the brown spat, in all sorts of shades. We have even bitten at the lavender spat. But now I see one or two good Americans in the white linen or pique spat. This is too much! It isn't so long ago since our funny papers insisted on making half their fun out of the Englishman and his characteristic spats. Now, alas, they are as common in Fifth Avenue as in Bond Street. Probably a good deal more common!

But the white spat! This is the most unkindest cut of all.

UNIT TRIMS.

Mr. Hannan, of the Hannan Store, Montreal, has returned from a buying trip to New York. He reports that never did he see windows dressed so lightly. In the high-class stores there is no heavy dressing. A whole section of a window will be devoted to one shirt and one tie on a stand. It looks very exclusive, but he does not think it would work out in Montreal. "Canadians prefer more to see the stuff before buying. But it seems that in New York a lightly dressed window is a mark of exclusiveness.

Max Beauvais has taken over the Fashion Craft store at 416 St. Catherine St., W., Montreal, formerly operated by Dube, and has made some alterations to the interior.

WILL NOT PAY FOR LABELS.

A New York despatch says:—A definite stand on the label question so far as retailers are concerned, has been taken by the members of the Cloak, Suit and Skirt Manufacturers' Protective Association. The association houses hereafter, will not stand the expense of paying for labels on garments.

KNIGHT OF ST. JOHN.

In the Quebec Legislative Council Chamber Hon. Geo. E. Amyot was invested as a Knight of the Order of St. John of Jerusalem, Sir Horace Archambeault, administrator, officiating. After the ceremony, a reception was held in the Lieutenant-Governor's Chambers. Hon. Geo. E. Amyot is the head of the well-known Quebec wholesale dry goods house of that name, as well as of the Dominion Corset Co.

Resurrection of the Balmacaan

For Spring Wear Varieties of Balmacaan Will Be Worn—For the Smart Man This Style Never Died—Military Influence Partially Revived It — Some Individualistic Coats—Loose Styles Which Make for Grace.

WRITTEN FOR THE REVIEW BY JAMES CRAIG, OF FAIRWEATHER AND CO., TORONTO.

IN my opinion the well-dressed man next Spring will wear nothing but loose-fitting overcoats. The tight-fitting coat will not be fashionable. The smart man for next Spring, at any rate, will be overcoated in such a way that he will be free. The tight coat has been and probably will be popular again, but for the present the loose-fitting garment holds sway, that is among well-dressed men.

Take the Balmacaan, for instance. Some months ago word went forth throughout the land to toll the bell for the poor old Balmacaan. It had died a nasty death—been snuffed out, in fact. So it has, in so far as the cheaper and more extreme styles are concerned. But in the better cloths and the more exclusive designs there has been a sudden rejuvenation. For instance, following London, I have bought more Balmacaans for Spring wear in 1915 *than I did for* 1914.

The revival came just at the beginning of the war. Possibly it had something to do with the sudden boom which there was in the military officer's cape. The freedom, the large look—if I may so describe it—appealed to the popular sentiment of the moment. Moreover, the best London tailors declared that they would figure on it as a leader for their best clientele in the next Spring, and we followed their example. Kenneth Durward is featuring Balmacaans in different styles. The Bond Street man knows that Durward is right.

I think, however, that the Balmacaan will only be worn by the very exclusive dresser. The man who is content with a cheaper overcoat has been told that the Balmacaan is dead, and it is not likely that there will be any attempt at resurrection—so far as the cheaper lines are concerned.

SOME COLOR NOTES.

For Spring, following leading London tailors, we are featuring chiefly green mixtures. These are very quiet and subdued, running as undertones to greys and fawns. The Lovat or pale green is a special shade which we think will go well. Shadow stripes are here, too. Plaids will again have a good run. Plaids are peculiarly suited to the Balmacaan which is primarily a walking or sports overcoat. Colors of coats are generally greys. These, in herring-bones, and more particularly in diagonal stripes, are very smart and much worn by the man who would be a la mode. We feature these in all sorts of weaves, the diagonal or basket weave being a leader.

A very smart color is a reddish brown, with a check pattern, outlines in a quiet red. This color cannot be worn to advantage by every man. But with men to whom it is suited, from the viewpoint of harmonizing shade, it will be popular. Incidentally, we follow out the custom adopted by many of the best tailors, and sell only one coat of each pattern. This creates a demand among men who insist upon being distinctive and singular in the matter of dress. With greys, of course, it is different. We run them in several sizes. For the man who wants to wear a silk hat with a Balmacaan the steel and Oxford grey will be a leader. This is quiet, and tones well for formal wear with the silk hat, where a brown or green shade would be incongruous. There is an increasing tendency in London for men to wear the loose-fitting and free-and-easy Balmacaan with the silk hat for visiting or formal wear.

THE KIMONA COAT—AND OTHERS.

A very smart overcoat built upon somewhat new lines is the "Kimona" coat. This has the Kimona effect, as to shoulders and sleeves. The sleeves are very deeply set. The shoulders have the effect of narrowness, which is called for nowadays, but there is a looseness about the back and about the sleeves themselves which is reminiscent of the Balmacaan. The collar is not high up against the coat, but stretched down into the two revers, common to the Chesterfield.

Another and certainly a distinct coat is the Toga cape. This is a coat for the man who can afford to have two or three, and is specially designed for the clubman who wants something warm and comfortable and negligee withal. It has a skirt of five yards. There is no seam down the side or the back, just in the sleeves, which are loose and roomy. The collar buttons round the throat. The whole idea is to give roominess and freedom and grace. It is virtually a gabardine, long and flowing. For the man who wants to jump into his car and doesn't want a formal coat, it is just the thing. He can fling it around him, without necessarily buttoning it, and yet it looks smart and hangs in graceful folds. This is essentially a club coat. It is just the right weight for Spring or Fall wear. Of course, as I said, the man who only has one or two coats will not choose this. But for the man who can afford three or four, and wants something entirely different, we think it will be just the thing. This, again, is a London coat, and many of the men over there are already wearing it, since the weather is much warmer, and at this time the Ulster is just beginning to get too hot a coat.

Continued on page 45.

Faith in Pearl Grey Soft Hat

Few Diamond or Telescopes Will Be Shown—Hand Made Bows Promise to Be Popular — A New $5.00 Straw—Bullet Shaped Derbies.

"WE have decided to feature pearl grey in soft hats during the coming season," said Mr. Roman, head of Whittle & Roman's, St. James St., Montreal, on his return from New York. "Pearl grey hats have not had a regular innings for some years, and from what we have found out across the border, the public is starting to ask for this class of goods. Besides pearl grey, we shall also show Arabia and sky-light greys, various shades of green, browns, blues.

Nearly All Fedoras.

"The range in soft hats for next season will be very large. They will mostly all be soft crowns, and made so as to be worn telescope or diamond shape, as well as Fedora crease. The styles they are showing in New York high grade stores are all Fedora creased, very few showing telescope. Cheaper grades of hats, selling for $3 and lower, are shown in all the fancy novelty shapes.

"As regards colors, two-tone effects and 'miss-match' predominate. Two-tone is a way of indicating two shades of any color, with the hat a little darker than the band. Miss-match is practically the same thing—probably between a contrast and the two-tone effect. It is difficult to distinguish between them. Contrasts are being shown a little, with light binding and bands and dark hats.

No Back Bows.

"Bows are being shown mostly on the side, with a few three-quarters, but practically no back bows. The bows are of various styles, and generally are exceedingly pretty. Hand-made bows seem to be very much in favor. Among those being shown, a neat, but not too fancy one (illustrated herewith) is a new hat in flat rim and brim, diamond creased. Some hats are being made with a raw edge, and a ribbon binding not turned in, which gives the rim a very neat appearance.

A New $5 Straw.

"As regards straw hats for the coming season, we are featuring the sennet straws, of dimensions 3¾ x 2⅛. This shape will be our staple for the summer. Besides large quantities of novelty shapes in rough straws as well as in Panamas, we will show something entirely new in straw hats—a line carrying the name of "Madagascar," derived from straw secured in this part of the world. It is a hat entirely new for Canada, and came out in the States last year. It is hard to say what satisfaction it is going to give in this country, but the styles are in a class by themselves, and as they are expensive, retailing around $5, they will naturally appeal to the well-dressed man.

New hand-tied bow shown by Whittle & Roman.

Bullet-Shaped Stiff Hat.

"The dimensions of the new style of Spring stiff hat are 5¾ x 1⅞ for the average built man, and for a smaller man 5½ x 1⅞. It has a very natty appearance, entirely different to anything shown in the past. Formerly we had the flat, low shaped crown; they are all high, and are well described by the term "bullet-shaped." This will be the only thing in stiff hats excepting the regular staple line."

RESURRECTION OF THE BALMACAAN.

(Continued from page 44.)

The "Dress Balmacaan."

This coat is another new model, which, while intended primarily as a wrap for the man who goes to the theatre or other dress functions, is adapted for day wear too. It is light weight, and is in grey or fawn. The fawn shade is particularly smart. For dress wear black Vicuna is the thing. The great advantage of this coat is that it can be slipped on over the suit, and is so loose that it can effect no creasing—which is a big point with the man who is wearing a dress suit. The difference between this and the ordinary Balmacaan is that this does not button tightly around the neck, but has the two lapels instead, which break at the first or second button, according to the figure of the wearer. There is an amplitude in the skirt and sleeves, which is along the free lines of the Balmacaan. The sleeves have cuffs, too, about four inches in width.

The great thing we shall see in next Spring's overcoats is free-and-easy-ness. When you come to think of it, for one season that the tight-fitting coat is popular there are three or four that the free and loose coat is in favor. Personally, I have always inclined to the loose coat. It is a mistake to suppose that because a coat is loose and comfortable it is necessarily not smart. It can be just as smart. And if grace is a first essential, then the loose coat has it over the tight one, inasmuch as long flowing lines can be obtained instead of sharp curves.

A BIG HAUL OF FURS.

Furs valued at $1,000, and in so great a bulk that it was necessary to have a conveyance in which to take them away were stolen from the store of the North-West Fur Company, at Rupert street, Winnipeg. It is said that no insurance was carried to cover the loss.

BIG FIRE IN MONTREAL.

Fire did damage to the extent of $200,000 to the A. Lamy Departmental Store, and to the premises of O. Benoit, dry goods merchant, on Notre Dame street west, Montreal.

Specializing in Boys' Clothing

F. J. Jackman, Montreal, Did Considerable Missionary Work Before He Struck Gold—Circularizing Children—Watching the Birth Notices—Some of the Methods That Have Brought Success.

A BOYS' clothes specialist, F. J. Jackman, 727 St. Catherine Street W., Montreal, somehow had got it into his head that the average retailer was not interested in his business, and when a representative of The Review called upon him, he refused point blank to give details, and only consented to talk when he discovered that the representative of The Review was not only curious, but interested in his views on specializing in children's clothing.

In parenthesis allow me first to introduce Mr. Jackman. He is a Newfoundlander, who came to the Dominion of Canada five years ago, and after six months' residence in Montreal made a discovery. Inventors and those who seek riches out of the unbeaten path are rashly placed in a certain class until they discover gold; and this was true of F. J. Jackman. Retailers who learned of his unique business while in the metropolis made a point of traveling out as far as Guy Street to see the man who had dared to cater solely to boys' trade. They came not so much to see the store as to see if the proprietor had anything about his face that denoted approaching disaster. Failing to find this, they left with the impression that a man who started out on such a foolish business must be trying to cast his money upon the waters, and have it sink.

A CORNER IN BOYS' SPECIALTY STORE.

High prices are paid for the exclusive clothing shown here. Note glass cabinet on left. Following most approved system, no suits are shown in piles.

Tried a Cheaper Line.

Gold has been struck, the notion of folly in such an idea has passed, and many have tried to operate a similar business. One man even opened with a cheaper line of boys' clothing in the same block. One wonders whether he thought the location had anything to do with this pioneer's success. He was sadly wrong if he did, for never was a store opened in such unpromising surroundings. Five years ago the block at the corner of Guy and St. Catherine Streets was conspicuous for the number of vacant stores it contained, and many are the vicissitudes since, including the disappearance of the second specialist in boys' clothing.

City of 500,000 Could Support Him.

No location would ever have built a business like Jackman's. From the outset it required pluck, perseverance, ingenuity and hard work. The discovery he made when he came to Montreal was that here was an immense city, with a population exceeding half a million, and sufficient well-to-do people to support a business dealing exclusively in expensive boys' and girls' clothes. He started out with the argument that the man who could employ a tailor, educated to the fact, providing he had sufficient money, would also engage a tailor for his boy. That was the seed from which has developed a prosperous business.

1,000 Names From Blue Book.

Let no one imagine that it was only necessary to open a store and advertise the fact in the local newspapers. That was necessary, true, but more important, it was necessary to get out and do missionary work personally. Without this essential, there would to-day be no boys' clothes specialist in Montreal. What did this missionary work consist of? First, it was agreed that the only people who could afford to have special clothes for their children were the wealthy, and one of the first things Mr. Jackman did was to choose a thousand names from the Society Blue Book, and these people he set out to circularize for all he was worth. Never a week passed but a circular or blotter reached the élite of Montreal from the new boys' clothier.

But that alone did not produce the results. Some men would have succumbed to faint heart the first month in business, for the outlook at the start was black indeed. There were days when no more than five dollars passed over the counter, whereas the day's takings now often amount to hundreds of times this early sum.

Mr. Jackman did not stop at circularizing the rich. He went out after them. Passing along a street, if he saw a number of respectable children at play, he inquired where their homes were, later found out their parents' financial standing, and if this was satisfactory, another prospect was added to his list. It was homes with children he was after—children of the wealthy. He sought them through the colleges, at society functions, and even took his prospects from the birth notices in the daily newspapers, with the knowledge that babies are not long in becoming boys and girls.

Watching the Birth Columns.

Mrs. Jackman has a hobby. She takes no active part in the business, but her pastime is to keep in touch with her husband's baby prospects. Every child born in Montreal, whose parents are rich enough to insert a birth notice in the newspaper, receives a birthday card, and is remembered every year in this manner. It is a delicate way of circularizing the children. The parents notice it too. It often happens that Mr. Jackman is stopped in the street by a fond father, who smilingly says: "My boy still hears from you." These children who were born simultaneously with the birth of this unique business, are now among its best customers.

WILL THIS SUIT BE POPULAR IN CANADA THIS SUMMER?

Fashion experts over the border predict a great popularity for the light-weight suits again this summer. The photograph shown here is of a Palm Beach suit, a semi-Norfolk, in cotton resembling Holland. Notice the moderate waist, from which the skirt of the coat falls away not too pronouncedly. The pleats in the back give full play to the shoulders and figure generally. The four pockets, each buttoned in Norfolk style, finish off a smart suit for walking or golfing or lounging in summer weather. The straw hat, it will be noticed, is more natural in its crown and brim relationship than we have had for some time. White shoes are to be "the thing" this summer.

Selling Only Men's Wear Novelties

Wheaton & Co. Move From King Street Stand in Toronto, and in Small Premises Will Carry Only the Latest Novelties—Small Stocks on Hand—Shirt Order Business.

SOME months ago The Review contained an article which was in the nature of a farewell to Mr. Wheaton, of Wheaton & Co., who has been in the men's furnishing business in Toronto for the past fifty-two years.

At that time Mr. Wheaton had decided to sell out the stock in his store on King Street—which for many years has held a prominent place in Toronto amongst men's furnishers and tailors as the centre of the high-class trade—and to retire from business. However, Mr. Wheaton has since decided to continue for some time longer, and, indeed, has ventured out on to what, in many respects, is a new line with him. He will specialize in the making of shirts to order, and deal in novelties in men's furnishings. At present the business will be confined to orders taken from the store itself, but it is understood he will branch out later, taking orders over the province.

The new premises are unlike the others, much smaller and in an entirely new location, being situated on Bay Street, one block south of Queen Street, in one of the stores which are being provided for on the ground floor of the new St. Charles Hotel. Compared with the large premises that he had occupied for so many years, this store will appear to Mr. Wheaton much like a miniature store, but these premises are considered quite large enough for the new kind of business which will be carried out in all men's furnishing lines.

A Few Novelty Lines.

In addition to the shirt order business, the store will cater to the desire for novelties in men's furnishing. In other words, it will not carry a complete stock of ties, collars, shirts, underwear, and so forth, but it will devote itself almost entirely to a few novelty lines in ties, collars, shirts, and so forth. An effort will be made to keep in touch with New York and other markets, and the latest new stock will be got in and displayed.

Mr. Wheaton feels that there is room for a store of this character. One advantage, of course, from his standpoint will be that the stock carried will be comparatively small, and, of course, the rent will be in proportion to the size of the store itself.

Very little stock will pile up in the store except in a few cases where the judgment as to the taste of Canadian customers is at fault and some extreme novelty line may be allowed to lie upon his hands. The stock will turn over quickly and in exclusive lines like this, of course, the profit will be proportionate.

The experiment that is being tried will be an interesting one, as the store in this sense will stand alone in Toronto.

The width of the store on the inside does not exceed 12 feet, and the window space is much smaller, as part of the outer wall cuts its off. One of the windows is only 3 feet wide and the other 2½ feet, so that there will be no chance for an extensive display. However, this is just what a store of this character does not want. It will limit itself to emphasizing a single line, say, a tie or a single brand of collars or shirts, as the case may be. Both inside walls will be fitted up with cabinets for display of the goods carried in stock. The shirt factory will be in another building.

The prices which are being tried for shirts range from $2.50 to $10 each. The lower type includes cambrics and prints. For $3.50 a zephyr would be made, and for $5.50 silk and wool taffeta. Plain cuffs would be put on these for 50c less per shirt. In Toronto and district there is quite a large business in these order shirts, and several firms amongst the exclusive men's wear furnishers have sent extensive orders particularly during the Spring season.

In a business of this kind orders naturally gradually extend right through the country, and Wheaton & Co. get business now from as far West as Vancouver and Victoria, B.C.

The general method employed in the shirt ordering business similar to that in other lines. A number of measurements, of course, are taken of the person for whom an order is being made, and great care is taken to make sure of special measurements where the special features of the customer would seem to make this advisable. Once the name is secured and the address and the order given the store will keep in touch with this customer year after year.

Those who use made-to-order shirts, it has been found, get the idea they cannot be fitted by the ready-made ones, and so they come back year after year. Where they move away from a place the connection very frequently does not end, because the mail orders are very easily given, and the firm will at any time easily samples to any old customer. In fact, a number of firms who go into this business both here and in the States adopt the custom of sending out their samples regularly about February to a large number of their customers in order to get business from them for the Spring.

Good Demand for Double Cuffs.

One of those in charge stated to The Review that while most of the new Spring stuff had not yet arrived, little difficulty has been experienced from the point of view of dyestuffs. Stripes were the most popular, blacks and blues particularly, while there was little demand for pinks, although a run on them had been prophesied some months ago.

In spite of the feeling in many quarters that soft double French cuffs would be rather weaker this year and that the stiff cuffs would start to come back again to its own, they said that their experience so far had been that the soft cuffs were as strong as ever, and it was only the more elderly men for the most part who were ordering the stiff cuffs.

Soft collars, it was predicted, would have a much larger run than last year, and were being generally ordered. These were not, however, made of the same material, reproducing the colors of the shirt, but were rather of a plain order, mostly white, either linen or pique, with possibly some plain pattern. One of the most popular so far for Spring has been the one that was brought out in stiff linen last year, with long 3-inch pointed ends made to be used with a pin. . In addition, however, another collar was coming out, which was taking well in England and in New York, and probably would in Canada—the soft cut-away, much like the cut-away which has been brought out in the laundered collars. With this one there would be no pin used.

VANCOUVER FIRE

Twenty thousand dollars damage was done recently in a fire in Periard's dry goods store on Hastings street E., Vancouver.

The gents' furnishing store of H. P. Gregg, at Empress, Alberta, was damaged by fire.

The Colonial Knitting Company, of Guelph, Ont., have had to move their store room to the factory on Paisley St., and a new factory will be erected in the near future.

AN UNUSUAL INTERIOR OF GUELPH MEN'S STORE

This is an interior view of a small but lively men's wear store in Guelph, run by "Art and Rollie," so called from their Christian names. The store is in the building occupied by the New Wellington Hotel, and is connected with it by the door at the rear. The two young partners aim to cater to a good class trade and keep a good quality of stock on hand, besides making excellent use of a partitioned window. One feature of the store that strikes the observer is the railing along the end and sides above the store proper, in colonial style, white enamel and mahogany. This is not only ornamental, but serves the purpose of filling in what would otherwise need some other form of decoration or equipment between the two "floors." The section at the end—a mezzanine floor—is used for offices and the narrow space around is convenient for storing stocks. On the right are select lines of ready-made clothing protected by plush curtains. Show cases line the left side and are always kept trimmed attractively. On the extreme left, at the rear, not showing in the picture, is a glass hat cabinet. The centre table is used for swatches of cloth for ordered tailoring.

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS

EVENING WEAR

Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
BALL, RECEPTION, FORMAL, DINNER, THEATRE, EVENING WEDDING	Swallow-tail Chesterfield, single breasted, luverness and Spanish cape, or cape overcoat.	Black, dressed or undressed worsted, plain or fancy weaves, satin facings. Blue occasionally worn.	Single breasted, white semi-V or U-shaped, with collar	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, two studs showing	Poke	Butterfly, with round or straight ends, plain white or small pique pattern	Plain white glace kid or white suede	Black, grey or deep blue silk or other subdued color	Patent leather, buttoned cloth or kid tops, patent leather pumps	Pearl or moonstone links and studs
INFORMAL CLUB, STAG, AT HOME, DINNERS	Jacket Same overcoat as above.	Black or Oxford grey, single breast, with satin facings.	Same material as coat or as facing on coat, single breast, semi-V-shape	Same material as jacket, one broad or two medium braids	Derby or black or grey soft	White, stiff or soft. If latter, fine tucks, double cuff, semi-laundered	Plain fold or wing	Butterfly, as above, black satin, figured silk or color to match waistcoat	Chamois best, or suede or tan cape	Of silk, to match tie.	Patent or dull	Gold or jewelled links and studs, gold bar chain

DAY WEAR

AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	Frock or Cutaway Chesterfield overcoat, s. or d. breasted.	Black or grey lamb's wool, undressed worsteds, plain or braided edges.	Same material as coat, double breasted, or of fancy fabric	Black worsted, with white or colored stripes, or dark grey striped worsted	High silk, with broad felt band	White, single cuffs.	Poke or wing or plain band	Once-over, or four-in-hand or Ascot in solid colors, black, white, grey or pastel shades	White or grey glace kid or suede, white buck	Dark colored silk	Button, kid tops, patents or varnished lowers, plain cross tips on toe	Gold or pearl uncut jewelled ornament, jewelled pin
AFTERNOON TEA, PROMENADE, ETC.	Cutaway coat Same overcoat as above.	Same as above	Single breasted with collar, but without collar if braided and of same material as coat	Same as above	High silk, broad band	White or colored; if latter, cuffs, white and single	Poke or wing	Once-over, or four-in-hand or bow, same shades as above	Same as above	Dark colored silk	Buttoned patent leather, plain tip	Same as above
BUSINESS, LOUNGE AND MORNING WEAR	Single and double breasted jacket and walking coat Chesterfield	Flannels, worsteds, Saxonys Cheviots	Single breasted like jacket, or fancy to harmonize	With black materials, Striped trousers or check, otherwise same as coat.	Derby or Alpine	White or colored, single and double cuffs, may match	White, wing or turnover	Four-in-hand or bow in harmony	Tan, red, chamois, colored or white buck	Cotton, wool, lisle, shades in harmony Wool to harmonize,	Black or brown, plain or fancy uppers, button or laced, plain or cross tip	Something very plain
MOTORING, GOLF, COUNTRY, DRIVING	Norfolk or jacket, single or double breasted Chesterfield, Raglan draped, Highland cape, s.b. ulster.	Tweeds, cheviots, homespuns, flannels	Single breast like suit or fancy knitted lamb's wool	Same as suit or flannel; knicker-bockers with strap and buckle, knicker-bocker breeches	Cloth, felt, Alpine cap	Flannel or Oxford suitings, double cuffs	White or turndown to match shirt	Same as above	Same as above	Wool to harmonize leather looped leggings, Highland gaiters	Black or brown lace calf, low or high plain tip or full brogued	Same as above

*W. J. Levy, of Levy Bros. ("Makers of Men's Clothes"), Toronto, prepared this chart for The Review.

New Style Clothing Stores

Advantages and Disadvantages of Revolving as Compared With Pull-Out or Sliding Wardrobes—Both Hold Almost Equal Number of Suits — Customer vs. Clerk in Choosing—Cost About Equal.

IT IS admitted by all clothiers that the old style method of piling suits on a table to be pulled and hauled over by customers is obsolete. The damage caused by necessitating continual pressing is an entire waste as is the time lost in rearranging stock after even a medium day's business.

The merchant refitting his old clothing department or planning a new one, if at all progressive adopts either one of two styles of fixtures, the revolving wardrobe or the slide wardrobe and The Review is glad to be able to show the advantages and disadvantages of each without expressing any opinion as to which should be used, as the nature of the trade and the size and shape of each particular store must determine this point.

In the first place from point of design or beauty, both are equal as the appearance of two stores fitted in the same wood ade almost identical as regards the general style.

The space occupied measuring from the wall is also equal for usual equipments, as four feet is the depth of the Revolving Wardrobe and also the average depth of the Slide Wardrobe.

The slide wardrobe has an advantage in that it can be made shallower for a narrower store if required, down to 2 ft. 6 in. in depth.

In length, however, the Revolving Wardrobe has a slight advantage as in seven feet of wall space two hundred sack suits can be put on the rods of a double deck revolving wardrobe or say 29 suits to the foot while in three slide wardrobes 4 feet deep occupying 8 feet of wall space only 210 sack suits can be placed or 27 suits to the foot.

In point of service the argument in favor of the revolving wardrobe is that the customer can see every suit and largely wait on himself while the admirers of the Slide Wardrobe claim that this is a disadvantage, whether suits are arranged in sizes or color, as the clerk cannot influence the sale as well as when he can show only the sizes or colors he wants to sell.

The same arguments apply to the quantity of suits, the Revolving Wardrobe giving access to 200 suits at one time, but also only permitting one clerk to wait on one customer without annoyance while the slide wardrobe only gives a range of 35 or 70 suits, but permits of 3 clerks working at once on 210 suits.

From a storage point of view the advantages are about equal, both being dustproof and if modern hangers are used such as the wishbone type, the garments are kept equally well in both.

When used in the centre of a store the revolving wardrobe has the advantage except for the space it occupies, as the low style slide wardrobe is not equal in appearance or service from the opinion of users.

In price there is little difference when carrying capacity is considered and both can be combined to advantage with dressing rooms and triplicate mirrors.

The advantages and disadvantages are so equal that many new stores have solved the problem as to which to install by using both, one style on each side.

The illustrations give an idea of the combinations and uses of these very modern fixtures.

Damage which is estimated at $1,000, was done to Max Rose's men's clothing store in Saskatoon recently.

An interior, showing use of revolving wardrobes—Courtsey of Jones Bros. & Co., Limited

How Modern Store Fronts are Built

Theory of Maximum Glass Surface Carried Out—Keeping Windows Isolated and Ventilated to Prevent Freezing—Prismatic Glass in Transom for Lighting Interior—Depths of Windows and Heights of Bulkheads.

A NUMBER of illustrations and drawings of modern store fronts have been shown in late issues of The Review and several more in this issue. All illustrate the new principle that is being recognized by merchants: that a store front should provide the maximum amount of display surface for goods inside the window, consistent with providing a natural and easy view for the passer-by. The "maximum of display"—because the windows of the store are the mute sales-clerks that draw the public into the only place where they can advantage the store—inside—where living sales clerks can take them in hand. The public pay for the new store fronts in increased purchases. It should be viewed as an Investment: the element that pulls people into the store.

Connecting Up With Publicity.

But it must, also, connect up with other forms of the store's publicity. A store advertises — through various agencies—and convinces readers enough, so that they go to the store. Often a glance at dark, uninviting, out-of-date windows, poorly trimmed, sends them back without entering. Particularly is this the case when appearance in goods is one of the essentials, such as neckwear, men's furnishings, etc. But a bright, inviting front—what a co-operating agency with advertising!

Combating Right-Angle Idea.

The new store fronts combat what may be termed the 90-degree or right-angle theory of display. Here are roughly the two extremes:

No. 1

In the first, the old style, the customer coming along the street, in either direction, does not see the sides of either window until he is close to them, and he has to turn at right angles in order to see the front ones.

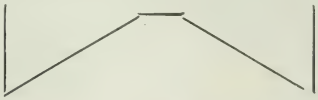
In the second, the slanting windows in the lobby are visible almost from the time the passer-by reaches the outer end of the store, nor do the front windows obscure a view of the side ones as one approaches either way.

Another type of front that is being replaced, particularly in men's wear stores wherever possible, is the door at the side: it is being set in the centre with two windows of narrow width, but considerable depth at the entrance-way: again a maximum of display space.

The "Island front," again, carries out the theory of maximum display: utilizing what once was occupied, partly as an entrance, partly by the outer edges of the old-time 90-degree windows.

Several drawings are given to illustrate the two principles as they work out in display facilities, and these should be studied carefully.

No 2



There is another reason for the "breaking" of the long and deep, straight lines of the old-time window: much space was wasted at the rear that could not be utilized. Now this is cut off for use in the inside of the store.

There are certain kinds of goods that must be viewed close up—dress accessories, ties, shoes—in general, the smaller articles of wear. These should have shallow windows, where possible, so that no goods will be set away too far to be viewed to advantage. But garments require a different, full-length, good-distance view: a deeper window suits these best; a better perspective is provided.

Height of the "Bulkhead."

The height of the window from the ground is also taken into account in these days of more scientific store front planning. For furniture or motor cars, the view should be from low down; say, 6 inches above the ground, for they are articles that stand on the ground and a full view from the natural position is required. In the case of dry goods, men's wear, etc., about 18 inches up is the regular height: for jewelry, that is small, and suited to a view more on the level of the eye; 30 inches is the average height of the floor of the window.

Cold Air Ducts.

One of the important problems of window display for most stores is the freezing of the windows in cold weather. Modern store fronts handle this old-time difficulty quite successfully.

Windows freeze—according to the explanation of physics—under this law: the warmer the air, the more moisture it can contain. In the ordinary window, the warmer air from the inside, on striking against window cooled by the outside air, drops in temperature. The lowering of the temperature lessens the amount of moisture it can retain; condensation follows, and the moisture is collected on the windows in the form of sweat or frost.

The problem, then, simply is, how to keep the air inside the window as cold as the outside air. It follows, first, that the window must be isolated from the store itself; and secondly, that cold air must be brought in from the outside in order to keep the temperature within and without the glass surface the same. This is done by little vent holes under the glass, so that the air rushing in moves over the surface of the glass inside. A slide controls these holes when it is desired to close them up to keep out the dust during the warmer months of the year. Various ingenious devices have been perfected by different firms to cover this cold air principle.

In close connection with this is the use of metal at the base of the glass to carry off any water that may collect in washing the windows, and thus prevent rotting of the wood.

(Continued on page 56.)

WHAT A FRONT COSTS.

The Review asked one large Canadian store front manufacturer for a general estimate of cost for a wholly new front. He said:

"Take a 20-foot front. We would supply the plate glass, ceilings, backgrounds, flooring, tiling in entrance, transom fitted with prismatic glass; in fact, everything but electric fixtures, for $800, or $40 a foot—from fire wall to fire wall. This is a good average. If we can use the old plate glass it will be that much less."

"And the time of construction?"

"Two weeks will do it all."

Another firm was asked for an estimate and replied:

"We would supply everything for a completely new window, including plate glass, floors, backgrounds, ceiling, transom glass, mahogany in vestibule, etc., for $1,250—a very fine job."

A TRANSFORMATION IN FRONTS

These two views of this men's wear store in Sarnia are one of the best of proofs of the advantages of the modern store front over the older style. Here at a comparatively small sum the old-style windows and entrance have been transformed so as to give over double the glass surface; much more effective slanting windows that can be seen far more easily; a showcase in the centre between the two new doors, a deeper entrance, a transom formed of prismatic glass.

J

Store Fixtures are an investment.

Directors of the largest Banks, who are hard-headed business men, pour money into expensive fixtures. The reason is to attract customers to their institutions.

Price is not everything in Store Fixtures.

Quality both in construction and design, as well as usefulness, are more important.

There is no argument about our goods.

They are the acknowledged standard by which all others are measured. Why take any chances?

We will plan your new store or rearrange your old store without any obligation on your part. Write us to-day

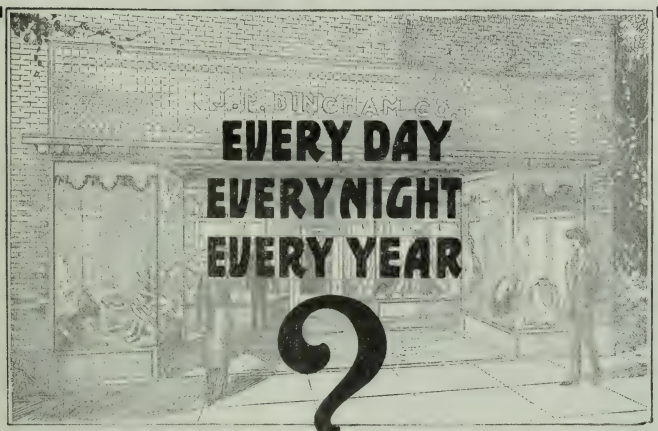
Jones Bros. & Co., Limited

Dry Goods Store Builders

Eastern Branch
71-75 Bleury St.
Montreal

Head Office
29-31 Adelaide St. West
Toronto, Ont.

Western Branch
179 Notre Dame East
Winnipeg



You Men Behind Store Fronts---Think of This

Your Store Fronts—your show windows—have always been your biggest assets—they have always been a necessity to the success of every retail institution but it has been during the past ten years that they have really come into their own—that you could count on their help with certainty.

For more than eight years we have endeavored to show retailers why KAWNEER construction fills their requirements and today our standing in this field is shown by fully 40,000 actual, real, money-making Store Fronts. There are more KAWNEER FRONTS installed than any other type of this kind.

WHY?

Because KAWNEER construction is permanent, requires no upkeep expense, (doesn't have to be painted), provides for show window ventilation and drainage, allows the greatest glass expanse, affords protection to the expensive plates of glass, dust-proof in summer (has a device which enables you to open and close the ventholes) and because it enables you to carry out modern designs and styles of Fronts particularly adapted to your own business.

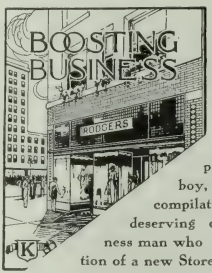
Can you conceive of a more sturdy and permanent Store Front than a KAWNEER made of solid, heavy gauged copper or brass? And, too, if you prefer, we can build yours of aluminum or bronze and the great variety of finishes allows you to carry out almost any color scheme.

A PERFECTED CONSTRUCTION

Our scientific and common-sense experiments have developed KAWNEER to what we believe to be the absolute limit in modern Store Front construction. We have worked with such a vast number of real, keen Merchants and builders in the construction of modern Fronts that we believe their experience (ours, too) has guided us in the sensible way. You do not hear of a new KAWNEER principle with the entrance of each new year—oh, no! The KAWNEER principle of today is exactly the same as it was back in 1906. Just a simple-practical, horse-sense idea—properly applied.

BOOK ON STORE FRONTS

Surely our experience and the experience of retailers who have put in 40,000 new KAWNEER STORE FRONTS is worth one minute of your time and a stamp. Just drop a card or a note for "Boosting Business No.21," it will not obligate you one bit and will give you some good Store Front ideas. This is not a window trimming book nor a picture book for the errand boy, but a serious, boiled-down compilation of Store Front Ideas, deserving consideration of every business man who at all considers the installation of a new Store Front.



All we want from you is your request for "Boosting Business No. 21" and the book will go to you by the next mail.

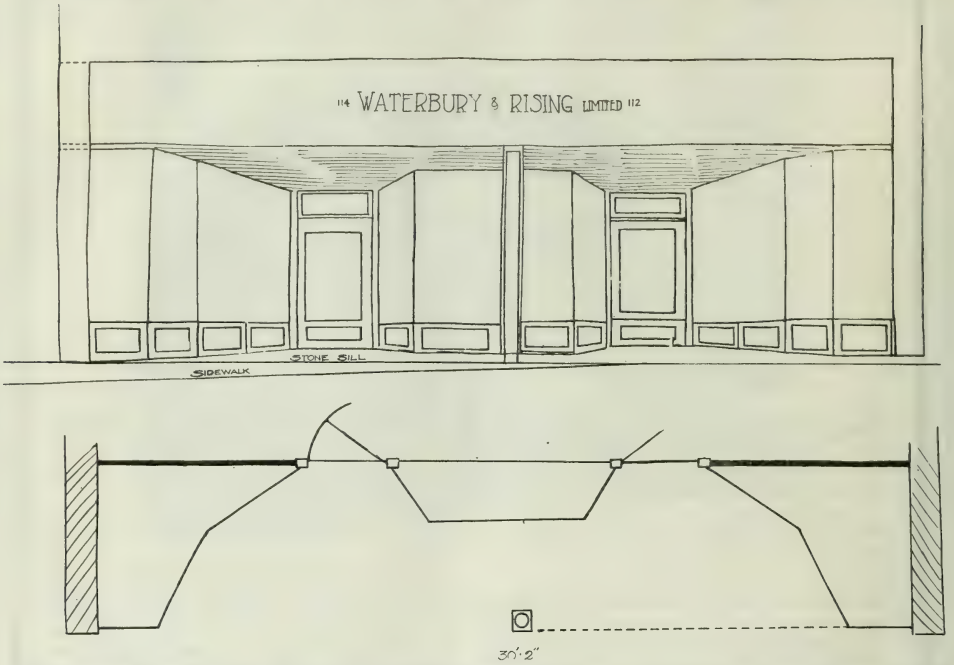
Kawneer
Manufacturing Company
Limited
Francis J. Plym, President

Dept. Q, GUELPH, ONTARIO

549

Kawneer
STORE FRONTS

MAKING TWO STORES INTO ONE



This design for a St. John, N.B., store illustrates how the problem of combining two stores in one is solved so far as the window display is concerned. The old front had double entrances, with the fire wall coming to the edge of the walk. This was removed, a new supporting pillar replaced it, and the two middle windows were made into one, two feet deep, leaving ample space for passage between pillar and window. The two outer windows were changed from the rectangular shape to secure improved display facilities. Courtesy of Kawneer Manufacturing Co.

HOW MODERN STORE FRONTS ARE BUILT.

(Continued from page 52.)

Awning Below the Transom.

Another point that is being recognized generally in planning store fronts is the better location of the awning. This meets a two-fold problem, one of which is related closely to the shutting off of the windows from the rest of the store. A large number of some of the biggest stores in the country depend, to-day, for much of their lighting on the display windows: the result is that the background is low, and an open space left between the top and the ceiling. In some stores where the difficulty over a higher temperature inside the window is felt, glass is used to fill in the space at the back so as still to allow of light reaching the main part of the store.

Prismatic Glass for Lighting.

But the most modern method is the use of prismatic glass for the transom, above the show windows; that is, the show windows are cut short, not reaching the ceiling, and prismatic glass stretched across the front, as indicated in several illustrations herewith.

Now as to the awning. If it was placed above the transom, at the junction of first and second storeys, it would blot out the light from the prismatic glass when it was let down: hence it is affixed below this glass, and just at the top of the display windows. Sometimes it is protected from the weather, and hidden from view by a "shelter."

Lower Windows Good in Theory.

Just another point here, noting how exactly the modern idea is being worked out: why cut down the height of the display window?

Because modern window trimming declares that, except under unusual circumstances, a display should not be above the level of the eye of a passer-by on the street: most of what runs to the top, as in old-time windows, is lost, so far as any effect on the spectator is concerned. Why, then, run the display windows up to the top, if light can be supplied to the store with lower windows?

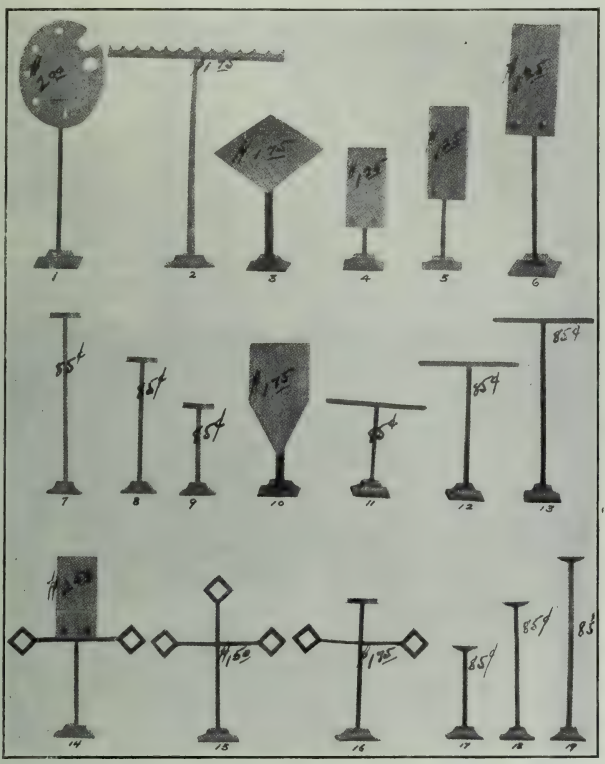
ADVERTISING.

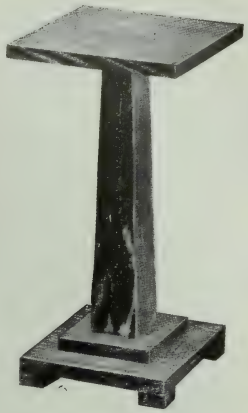
Advertising in a trade paper is simply stating openly who you are and what your business is. It is pointing out to the readers that you have something of service for them, a commodity of usefulness to profit both you and them. The only men who do not advertise are those who have nothing to offer. They are dead, even if they do not know it.

You cannot judge a system by the number of forms that are in use.

Taylor-Made Wood Display Fixtures

MADE IN CANADA





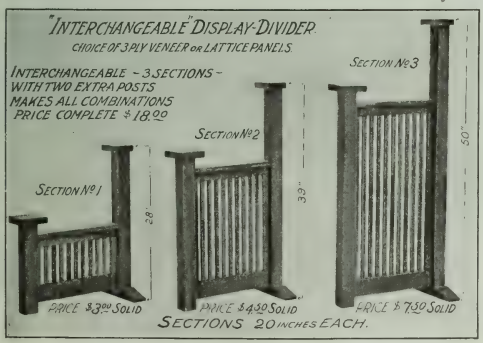
No. 300

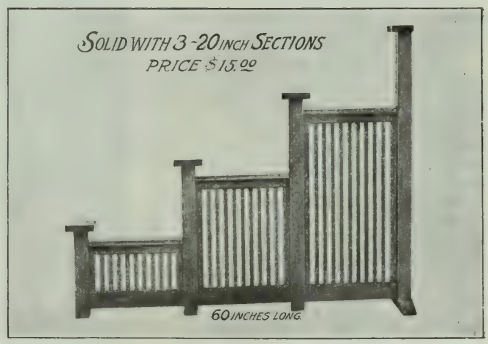
TAPERED PEDESTALS

12", $1.25	18", $1.50
24", $1.75	30", $2.00

All fixtures finished in the new Fumed Oak. Ready for at-once shipments.

Special finishes made to order





The Taylor Manufacturing Co.

HAMILTON, CANADA

Combatting Mail Orders by Store Fronts

Proprietors of Huntingdon Store Compelled to Make Changes to Hold the Local and Farmers' Trade and Ward Off Effect of Mail Order Catalogues.

THE impression has gradually been made both on the mind and purse of R. S. Pringle, of Pringle, Stark & Co., general merchants, Huntsingdon, Que., that sooner or later he would be compelled to make a bold move to maintain his hold upon the business of the community. There was no avoiding the facts, which were plain — that many of his customers were sending their money to the mail-order houses. It seemed as though a new era had been reached when those in the country had awakened to the fact that one must be stylish even on the farm. And the farmer and his daughter were going out of town to buy.

Now, the Pringle-Stark store had belonged to another era. It had undergone an evolutionary process from the small house period, gradually expanding, and this was a crisis in its history not brought about by the entry of a more progressive house, but by the more insidious, keen, and ruinous competition of the big city stores.

"A GREAT ADVANTAGE."

We found our new store front in every way a great advantage. Our business increased considerably following its installation. We find that the great majority of merchants do not keep their stock up-to-date. The majority of people would rather buy at home if they can find new up-to-date goods. The only way any small town merchant can attempt to hold his trade is to be up-to-date in his methods.—Pringle, Stark & Co.

As Many Phones as in a City.

A glance at the telephone book will show that this competition was likely to show itself sooner in Huntingdon than in the average town. There are five columns of names there, and yet the population is only 1,200. St. Hyacinthe, in the same province, has a population of 19,000, and only has the same number of phones. Nearly all the business houses are rated first-class. In other words, Huntingdon is a wealthy town, and its girls are dressed right up to the latest fashion's ideas. They are the type of girls who will send to the city for their dry goods if they cannot get them at home.

It was incumbent on Pringle, Stark & Co., if they were to retain their hold on local trade, to carry and display lines such as could be seen in the mail-order catalogues. More importance was attached to the display, however, since the house was carrying goods equal to those in Toronto or anywhere else. People, and especially country people who had known the store all their lives, would not believe the goods were carried until they saw a revolution in the interior of the store, and witnessed with their own eyes up-to-date displays.

Five Large New Windows.

It was decided to erect a new store on the site of the old one, modern in every respect, with large modern display windows. The store by the way has a frontage of 50 feet and is two storeys high. The new front carried five large windows, two small ones in the doorway, one large one at the side of the store and two small ones. There were two entrances in front and one at the side. The large windows were all in copper, measuring eight by twelve feet. Above, there was three feet of prism glass, the object of this being to light the store interior. These prisms cut down the cost of artificial light considerably.

(Continued on page 60.)

MILLINERY STORE WITH UPSTAIRS ENTRANCE.

This shows how the problem of providing an entrance to the store and a stairway at the side was handled so as to avoid a conflict by having the two together. The result is an attractive entrance and a better view of the window, while the stairway entrance is practically unseen. This window has a mahogany background, rising three feet from the ground, with the balance open. The floor is of quarter cut oak. Name of designers on request.

Every show case you use will pay for itself in extra sales in a short time

Don't wait until you are forced to change or enlarge your store to accommodate your business — make preparations now.

Remove some of those old dust-trap counters and put in show cases.

Counters are harbors for stagnant lines, while cases help remove them — they're business makers and pay for their cost in a short while.

Write to-day for catalog and full particulars of this case.

This is our No. 250

with plate glass top and shelves. 32-oz. front, made in any finish desired.

PRICE $7.25 a foot

H. L. WOOD & COMPANY
Cor. Noble & Strickland Sts. TORONTO

47E—$30.00
With short wax heads $27.00

Attracting Attention

Plays a very **important** part in **making a sale.** Anything doing this effectively will, therefore, mean **dollars and cents** to your store. Experience has taught the successful merchant that the most effective way of getting this publicity is through the medium of good displays.

Richardson Wax Models, so beautiful and so true to life, have been a big factor in the success of striking displays that have been executed by the foremost display managers of Canada.

Get your goods before the attention of the public by showing them off to the best possible advantage on Richardson forms.

Write for our Special Proposition and Booklet.

MADE IN CANADA

A. S. RICHARDSON & CO.

Old and Tested

Showroom—99 ONTARIO ST.
Factory — 101 " "

TORONTO

Baler that Pays for Itself

Waste Paper in Loose Form is Worthless; in Bales $5 to $6 a Ton—Often Pays for Itself in Six Months.

MEN'S wear stores as well as dry goods stores find a waste paper baler a profitable investment. It is probably unique in articles of store equipment in that it shows a direct return and immediately. All you require to do is to have your caretaker or night watchman compress the waste paper, pieces of cloth, etc., into the baler. Wait until you get a few bales, and then call in the waste paper merchant. He will pay you 25 or 30 cents per cwt., or $5 to $6 a ton.

And all this is found money.

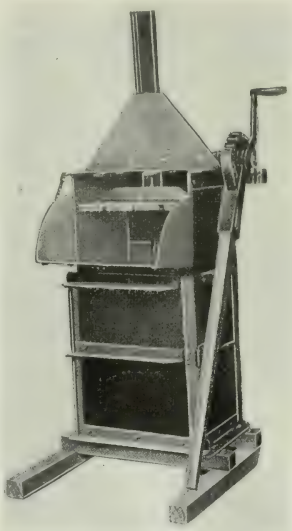
Those who have tried to realize on the loose sweepings,—if anyone has had the hardihood—soon found out that even the refuse as a gift was considered no compliment. So far from paying the merchant for the loose files that crowded the floors of his basement, men who would even deign to be consulted upon the matter demanded pay for taking it away.

And why not? In its loose, bulky form it was cumbersome and slow to handle, slow to cart off, and in that form practically unsalable.

But after the baler compresses it into a small, neat parcel, that will not occupy one-tenth the usual space, it rises in the commercial world; it attains a market value. So that the use of a baler is several-fold: it prevents your basement from being clogged with waste; it reduces danger of fire from this source to a minimum and it pays for itself often within the year. A hundred per cent. profit is what few contrivances produce.

The firm of Catto & Son, of Toronto, estimated that within a year they were going to average 18 or 20 tons, which at $5, would bring in $100. And the baler cost, complete, only $50. Paid for itself twice over in one year!

The experience of a Hamilton store was even more remarkable. The 150-lb. bales amounted to 3 or 4 tons a month or $200 a year. "Before using" that baler—to apply a patent medicine formula—the store received not a cent for the waste, but had to pay for its removal. After using—$200 a year, on an initial expenditure of $50.



One Type of Waste Paper Baler.

AGAINST COUPONS.

Further opposition has been added to that already voiced, this time by the Retail Dry Goods Association, comprising the principal department and retail stores in New York, which goes on record as being firmly opposed to the "so-called profit-sharing coupons." This decision has been reached, it is pointed out, after a thorough discussion and inquiry among the members of the organization and others. The association states that a discussion of the matter has disclosed a general opposition to their use by manufacturers and a disposition to either refuse to handle or discourage the sale of goods using them.

COMBATTING MAIL ORDERS BY STORE FRONTS.

(Continued from page 58.)

The effect was at once felt; a new stimulus to business has been created; the movement towards the mail order houses began to be reversed. The experiment is too young yet for exact details to be available, but the proprietors are well pleased with the early results, and The Review hopes to be able in a few months to present some figures that will clinch, once for all, the wisdom of the course that has been adopted.

This illustrates one man's way of competing with the mail order houses. There may be others, but it is apparent that if there is any regard for appearance in the country town at all, it is going to be increasingly difficult for the old-fashioned store to remain. Every year finds more and more catalogues in the hands of the farmers. In Quebec Province they appear mainly in the French language, and even if they do not, the French-Canadian farmer's wife does not require to understand English to see that the gown illustrated in the catalogue at so many dollars and cents, is superior to anything she has seen displayed in her home town—if such is the case.

The common reply of the small town merchant when asked why he does not instal a new display window is: "I don't see how my business would benefit. My sales are practically all made to farmers, and they don't care anything for style or appearance. My trade is established, and I don't believe the swellest front ever built would draw any more trade."

The man who talks like that does not realize the modern development in his customers. To say that farmers do not care for style or appearance is incorrect. It is only necessary to look along the main street of a good-sized market town and count the number of farmers' automobiles, in order to refute that statement. These very automobiles, a mark of style in themselves, will carry the farmers' wives and daughters to the next town, where they can see a display of the latest novelties.

If there is no town within easy reach where the best class of goods are displayed one cannot blame the farmer or townspeople for turning to his mail-order catalogue.

The statement that a business is established may be true. The farmer's wife and daughter will continue to trade at the country store, but there are certain articles of wearing apparel the daughter is yearning for, and if she cannot see them in the store window, there is a chance that she will resort to the catalogue.

The farmer is going to do most of the buying this year. If by scientific farming, by using gas engines and cream separators, he has become prosperous, his women folk will have more to spend on good clothes. The facts outlined above give some idea of where she will go for them. Whether she gives her order to the small town merchant or sends it to the mail-order house depends much on store equipment.

There was a sudden showing of stripes in men's wear stores in Canada in February, large and small. This included not only ties, but shirts, the latter in black and white.

What's wrong with my paint?

Every card-writing beginner wastes hours trying to find out for himself why his pen does not work properly. Why worry, when by becoming a student of the Edwards Short-Cut System of Card-writing you can write your troubles to Canada's leading card-writing instructor, the author.

This course, the most complete and practical on the market to-day, costs very little compared with the service you get and the results it produces — the terms are easy and the price includes a complete outfit.

THE SHAW CORRESPONDENCE SCHOOL

Yonge and Gerrard Sts., TORONTO, ONTARIO

WRITE FOR TWO-COLOR PROSPECTUS

Dale Wax Models

A New Form to Conform with Each New Style Change

It has ever been our policy to tread upon the heels of Dame Fashion: closely embodying her dictates into beautiful wax models for the elegant display of your latest creations. This is one reason why Dale Wax Models should be used to bring out the beauty and style effects of those Easter gowns which you will soon be showing your customers.

The form here illustrated (our number D52) can prove a big factor in increased Spring business for you. Why not send us an order?

Think of Fixtures?
Think of Dale!

Dale Wax Figure Co., Limited

Manufacturers of High-Class Figures and Fixtures.

106 Front St. E.
TORONTO

Formerly **Dale & Pearsall**

War on Waste

Waste paper valuable asset—start now turning it into money by Baling it in a CLIMAX STEEL FIRE-PROOF BALER.

Made in 5 sizes, a baler for every business. Write for book of testimonials.

Patent applied for

The CLIMAX Steel Baler

is a practical machine which does the work quickly. Don't be fooled into buying a wooden affair which takes up a man's time pounding the paper down with a tamper. Get a machine which does the work, saves time, reduces your fire risk and keeps your premises clean. Get a CLIMAX STEEL BALER. It will last for ages. "Made in Canada." No duty to pay.

Tear and mail to-day

Climax Good Roads Machinery Company, Limited

Hamilton - - Ontario

Gentlemen:—

Without obligating us in any way to buy, please send full particulars and prices of Climax Steel Balers.

NAME .....

ADDRESS .....

Show Cases as an Investment

Should Be viewed Not as an Expense But Profit Maker—Neckwear Department Paid for Equipment in Four Months—All Glass or Wood Frames—Regulations Governing Electric Lighting.

THE question of the advisability of spending money on store fixtures and show cases is too often only looked at in one way, that is from the expense side, instead of from the investment standpoint.

As a matter of fact modern up-to-date fixtures and show cases should be looked at from the point of view of an investment only.

There are two ways of buying show cases and fixtures, one to buy as cheaply as possible in which cases the expenditure, no matter how small, is always and only an expense; to invest a specified amount in modern high-class fixtures exactly as you would purchase any other plant, or tools and see to it that a return is derived from the investment.

The old idea of a packing case covered with turkey red as a counter, rough boards nailed against the wall as shelving is exploded and now only indicates out of date business methods. The modern idea of store fixtures is the maximum of display and storage in a design that harmonizes with the class of goods sold or the building they are in, combined with the best possible workmanship to lessen depreciation.

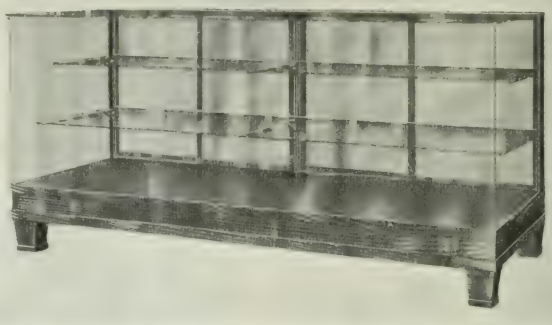
This idea of an investment has been put into dollars and cents by some of the modern retailers and we give actual results of a ladies neckwear department in a medium-sized Canadian department store.

Previous to the installation of show cases in this department, the stock was kept in boxes and displayed on overhanging fixtures and counter stands. After the installation of show cases in this department the increases in sales were as follows:

1st week, over average,	26%
2nd " " "	22%
3rd " " "	24½%
4th " " "	26%
5th to 8th week, over average	28%
9 to 10th week, over average,	32½%
11th (Christmas) over aver.	105%
12th to 52nd week, over aver.	42%

The show cases for the entire department were actually paid for in increased profits in four weeks, but figuring at the rate of charging only 10% of the value to each year they showed a profit of about 800% on each year's investment.

The show case of to-day is a piece of furniture, not a few mouldings around some window glass, and while it is customary to write the value off at the rate of 10% a year, the modern show case is worth almost as much as far as service goes after five years as when first purchased.



Type of all-glass sanitary (raised) showcase. Name of maker on application.

Modern show cases are made in two general designs with the base either of wood or marble, on the floor or raised on metal legs to permit of sweeping or washing beneath.

Either style is good, the preference depending on the kind of floor in the building or the covering of the same, the sanitary cases on legs having the preference on hard wood or linoleum covered floors.

Either style is also made in the all glass style without wood frame or with wood frame and are made with special equipments to carry different lines of goods.

All styles are also illuminated which is very desirable especially where a department is poorly lighted. The style of illuminating device varies with the case as the all-glass case has to be illuminated from the back of the case or by special metal attachments at the front, while a wood frame case can be illuminated by a simple reflector attached to the front rail.

The method of wiring also varies according to different local regulations, some insisting on metal covered conduits while others only require the wiring to be concealed in the wood work as is done by all high-class manufacturers. We are illustrating the different types of cases and a few equipments and lighting devices and will be glad to refer our readers to the manufacturers.

BRANTFORD REPEATS ON DOLLAR DAY.

The Brantford merchants held their annual dollar day on January 28, and so far as the dry goods merchants were concerned the business done was more than on any previous dollar day. The dollar unit was accentuated in all the stores, and goods were sold at $1 or multiples of $1 almost exclusively. This means that instead of reducing cotton from 12½ to 10 cents, it was reduced to ten yards for a dollar instead of eight yards for a dollar, thus greatly increasing the volume of business. In one dry goods store, one of the clerks did practically nothing else but measure toweling all day. One of the stores made a turnover of $4,000.

In appreciation of the co-operation given by the Expositor, which has fathered the dollar day in Brantford since its inception, the merchants, headed by J. M. Young, waited on W. B. Preston, assistant manager of the Expositor, and presented him with a fine gold wrist watch, suitably engraved.

One hundred and two merchants participated in dollar day in Brantford this year.

COPYING THE SPAT.

Something novel is the afternoon walking boot with the top made of cloth, in fawn or white or grey, with the buttons right at the side. This is to imitate the spat. The buttons on buttoned boots ordinarily are to the outside, but down the front of the boot.

Outwears the ordinary suit

If you want a line of boys' clothing that you can safely guarantee the parents of your town to give the utmost wear and satisfaction, show them a suit of Lion Brand Clothes. Their double knees, elbows and seat will ensure double wear and unbounded satisfaction for the parents, while their snappy, boyish cut will delight the youth.

Send for samples.

The Jackson Mfg. Company
CLINTON, ONT.
Factories at :—Clinton, Goderich, Exeter, Zurich

Boys' Blouses—$2 a Dozen

INTRODUCTORY PRICE

BEAT THEM IF YOU CAN—Made of gingham, chambrays, fine percales. Black sateen, white with satin stripe, etc. **Guaranteed full model**, with yoke, military collar, pocket, flat felled seams, and tapeless, $2.00 per doz.
Same blouse made with open cuff, two button, $2.15 per doz.
SAMPLES SENT PREPAID. WRITE!

THE PEER MANUFACTURING COMPANY
Makers of "PREMO" Boys' Blouses, Shirts and Pajamas
483-485 BROADWAY Dept. R NEW YORK CITY

Let the Boys Play

—let them romp and tear all they like, so long as they wear

POOLE'S PARAGON PANTS

The cost of clothing them will never break the parents.

These pants are made in both knicker and bloomer styles in tweeds, worsteds and serges—made strong and at a price that represents real value. Are you fitting the boys of your town with Poole's Paragon Pants?

Write for Samples To-day.

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Successors to
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PURE WOOL ONLY

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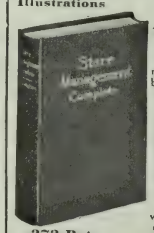
STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



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THIRTEEN CHAPTERS

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CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

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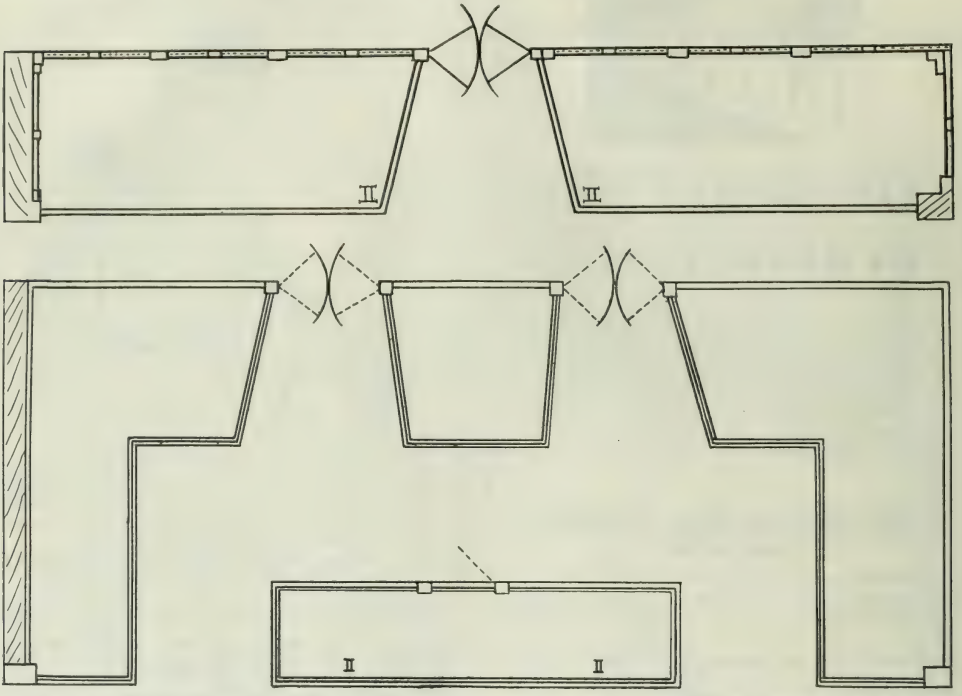
HOW DISPLAY SURFACE WAS NEARLY TRIPLED



Here is a capital instance of a change in layout that resulted in nearly three times the amount of window display frontage, with an immensely improved front besides. In the upper plan the window frontage measures only 48 feet; in the lower one,—the same width from fire wall to fire wall—the frontage is 123 feet! The depth, street line to front door, is 20 feet. The gains in display facilities are self-evident. Instead of two long, straight windows, there are practically five secured and in addition, an Island front, open on four sides. Note the roomy entrance, a regular thoroughfare, making the passage of the public an easy matter. The possibilities of a large variety of constantly changing displays in the lower front are almost infinite. There is, of course, less depth to the store, but the window display pays for this ten times over.—Courtesy of Taylor Mfg. Co.

GREY FEDORAS WINNERS?

Pearl and Slates Picked by One Buyer—Stiff Hats by Fall.

The buyer for a large men's wear store in Ontario, in discussing his Spring plans with The Review, stated his belief that grey shades, particularly slate and pearl, were the winners in soft hats for Spring. The Fedora would be the leader, whereas for the telescope he had not placed any orders at all.

He did not believe that strongly-contrasted bands would have much call, but that they would run mostly to the darker colors.

Greens and blues would also be in again and have a good general sale, as they had now become staple lines.

He prophesied that next Fall would see the beginning of a wave of popular favor for the stiff hats, as by that time people would have become pretty well tired of soft hats, and be ready to go back to this old staple line which has been dislodged from its position of favor for the last year.

GERMANY STILL SENDS OUT GLOVES.

Figures issued by the Department of Commerce and Finance of the United States contain some interesting information as to imports into that country during the month of November, the latest date available at present. The value of leather gloves imported from France during November last was $496,877, as compared with $368,885 imported during November 1913. The importations from Germany fell slightly, but very little, being $387,940, compared with $419,755 for one year previously. Importations from the United Kingdom were $51,598, compared with $86,170 for November 1913. The total imports of gloves for November were $1,025,326 worth compared with $938,759 for November 1913.

A MONTREAL BUSINESS CHANGE.

H. A. Vineberg, formerly of the firm of M. Vineberg & Co., furriers, Montreal, has associated himself with Silver Bros. & Co. "Furs," Limited, the style of the firm now being Vineberg, Silver & Co. The new firm will occupy the premises of Silver Bros. & Co., in the Somner Bldg., Mayor St., Montreal.

Tariff Means Advances in Clothing

Fall Quotations Certain to go up at Once and Likely Some Late Orders for Spring — Knit Goods Men Must Advance—Hats Also—Some Ties Under French Treaty.

THE announcement of the increase in the tariff rate did not come as a pleasant surprise to men's wear dealers, and in the few hours left between the announcement and the hour of going to press on this issue little definite information could be secured from manufacturers or wholesalers. They were scanning the blue books, figuring out shipments to come; estimating how the increase could be distributed.

First of all, it may be stated with certainty, the tariff will have little effect on Spring lines in clothing. The deliveries of cloths are, naturally, nearly complete, and a large portion of the stuff already made up. Prices, therefore, are pretty well fixed after a long and doubtful struggle with war conditions.

For Fall, however, matters are different. Some of the larger manufacturers are accustomed at this time of year to have their Fall supplies pretty well in hand, but this year, owing to the rushed condition of the British mills, there have been serious delays, and the coming goods will all bear the extra tax. This, with the increase due to the demand to fill army orders, will make an advance for Fall still more decided. Up to the present war conditions were operative in increasing the cost to the manufacturer, but in many cases these "absorbed" the difference, owing to general trade conditions and the large stocks on hand. The extra duty, they declare, cannot be absorbed by them.

One of the large Canadian manufacturers stated to The Review that prices for Fall goods would undoubtedly be advanced to the retailer; Spring stuff would see no change.

"Fine and cheap lines alike will, of course, be affected, but the advance will be felt most in the cheaper grades. One result in the retail trade will be that it is likely to be more difficult to push the cheaper lines at advanced prices, and this may boost the dearer lines."

One manufacturer inclined to the view that prices would have to be advanced at once, in spite of stocks on hand. This would refer mainly to Fall orders.

The wholesaler estimated that the price to the public for Fall would have to average $1 more on each suit.

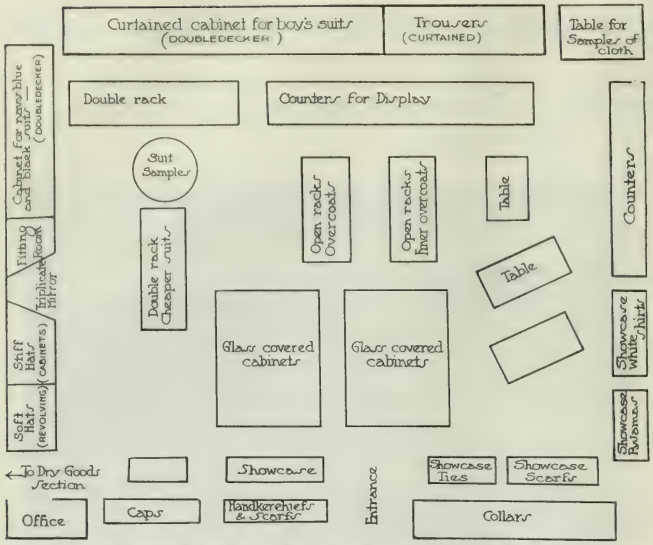
The knit goods men will think that they are bearing more than their share. Not only have they been faced by a scarcity, almost a famine, in wools and yarns, owing to the British embargo continuing for a long time, but prices have advanced seriously. This was bad enough when wool was on the free list, but now it has been taken off and a 5 or 7½ per cent. duty is tacked on! The Customs returns show that under the old free list tariff wool to the value of $1,800,000 was imported in a single year.

New style men's wear front. Name of maker on request.

The inevitable result will be that the stiffening of prices in sweater coats, underwear and hosiery will take a more pronounced form for Fall, and may even be operative in Spring and Summer sorting orders.

The importer of silks for ties can take little comfort from the fact that under the French treaty and the "most-favored-nations" clause, silks can come in under the present tariff both from France and Switzerland. But as there is not nearly the volume of manufacturing in either country, this will not be as beneficial as it otherwise would.

Advances in hats for Fall are looked to follow as a matter of course. Little has arrived yet for the importers, and prices are bound to advance. Those who are fortunate enough among the retailers to have ordered for Fall will be safe: the others will not. There is also a considerable portion of Spring stock that has still to come: the importer must bear the extra—what late sorting orders of the retailer do not relieve him of in the next few months.



This drawing shows the layout of the men's wear department of D. E. MacDonald & Bros., Guelph, a view of which appeared in a late issue of The Review.

THE FIRST CUSTOMER.

If there is one customer that comes into your store that requires more careful attention than any other it is the first-timer. At all times there should be courtesy and prompt attention, but there are little things which the old customer who is well acquainted with the store and the staff will overlook which will make a strong and unfavorable impression upon the man or woman who comes into the store for the first time. They are susceptible to the slightest influence.

Perhaps the stranger may look like an out-of-date farmer, who may be seeking credit until the harvest, perhaps he is a new representative from a wholesale house or manufacturer, perhaps he is a passerby who wants to use the phone or spends a few cents and does not come near the store again—but if he comes to your store for the first time give him the best of your service.

There are few who have not been swung to patronize a store by the service given on the first visit. With a new comer who has no knowledge of the town or city it is ever thus. The man who enters a store for the first time, sees a couple of clerks look at him and then turn their backs and go on packing goods or start an argument as to whose turn it is to go "front" then finds himself waiting uncomfortably for some minutes while the clerk gets ready to come forward to wait on him, is likely to walk out of the store and never come in again. If on the other hand he is received as though he is welcome to the store and as though his business was appreciated he is pretty certain to come back again.

Occasionally it will be found that the smile of welcome is wasted on desert air —that is an element of chance in salesmanship—but if a store is to enlarge its circle of trade one of the most important influences will be the first impression of the prospective customer.

A CHEERFUL OUTLOOK.

On the whole, having regard to the vast dislocation of finance and commerce occasioned by the war, the Dominion has withstood the shock exceedingly well.

* * *

Production in various lines has been greatly quickened and stimulated by orders on a very large scale for clothing, munitions and other equipment and material placed in Canada not only by the Canadian Government but by Britain and her allies as well.

* * *

While one hesitates to attempt a forecast in conditions so variable and subject to sudden and violent change, it would appear that accumulation of funds with accompanying easier interest rates, and increasing confidence on the part of investors will result in a gradual resumption of the sale abroad and at home of securities for needed expenditures on the part of our Provinces, municipalities, railways and industries. Such expenditures, even on a greatly reduced scale, together with war outlays in Canada, should go a long way towards the restoration of such of our trade and industry as have suffered from the effects of the war. Above all will our commercial improvement, and for that matter commercial improvement throughout the world, follow upon the continuing success of the allies. With such continuance, legitimate business throughout the world must improve during the remaining period of the war.—Extracts from Budget Speech by Hon. W. T. White.

THE NEW TARIFF.

Silks, Embroideries, Ribbons and Velvets from France—under special treaty—will have no increased duty.

Similar articles from Switzerland in same position.

All goods from Britain have an extra tax of five per cent.

All goods from foreign countries, taxable heretofore, will bear an additional tax of seven and a half per cent.

Raw materials, in dry goods lines, hitherto on free list, subject to 5 or 7½ per cent. tax.

Black and Blue. Tie showing different weave in knit than in apron. Narrow black stripe on blue ground in former with delicate cross stripes in red, green and yellow between. Shown by Niagara Neckwear Co.

MENS CLOTHING AND FURNISHINGS

Vol. V. FEBRUARY, 1915 No. 2

Interior and Store Fronts

PROBABLY the idea of store equipment has progressed more rapidly in relation to the interior than the exterior. Fixtures that are convenient for holding goods, that save time in handling, that display merchandise to advantage, are beginning to receive their due recognition from the merchant. But the exterior, the store front, the section farther removed from the merchant himself but infinitely nearer the public, is more or less neglected. Stores that pride themselves on a thoroughly up-to-date interior in fixtures, stock and business forms, show an utter lack of a progressive spirit outside. Even their newspaper advertising may be based on modern methods, but may fail in much of its effectiveness through the store front not being linked up with it.

Shrewd merchants who cheerfully bear up under an increasingly heavy load of rentals in down-town areas figure out that eighty per cent. of the extra value of their sites should be charged against window display. Make your window trimmer responsible for results from expensive locations, but see that your windows are laid out at angles that will insure the maximum of attention; that they are the right height: properly lighted and ventilated, not too shallow nor too deep for the goods they carry.

The illustrations that accompany articles in this issue will serve to make these points more clear. What are the most desirable types of store fronts? The Review believes this question is one of the most important in its bearing on the selling end of business, and proposes to provide, issue after issue, many reproductions of store fronts that follow the most approved lines in order the more forcibly to bring the subject home to the merchants all over Canada, alike in large as in the smaller stores.

Business Re-organizing

ACCORDING to a financial paper some of Canada's industrial institutions have felt the pulse of easier money. From the centres of wealth in the United States enquiries are being made with a view to the investment of money. The bears of some years on the south side of the line now see for the next few years a period of prosperity. They base their hopes upon the abundance of easy money. This they believe will stimulate industry. That easier money is finding its way into Canada. Already it has sought somewhat vigorously our high-class securities, and now it is looking for employment in other lines where the returns are higher. The evidence of this movement is not yet very pronounced, but it is to be found.

All the reports of the financial organizations are of a very optimistic character. Bank presidents and directors are especially so. There is more activity in the stock markets, and security houses are more optimistic generally. Many industries are beginning to take back their men. A pedlar of tea, from house to house, who has a good reputation, says he did a good business in January because many of his customers were getting back to work. Unquestionably the business of the country is being reorganized, and for that purpose "our house has been set in order."

Stocks in wholesale houses are lower, and those in retail stores also. At some of the largest jobbing centres stocks are said to be only 50 per cent. of normal. This condition cannot remain as it is. Meanwhile the people are continuing to avoid incurring liability, and have very appreciably lowered that which accumulated during the years of abnormal expansion.

We can look forward, therefore, to a steady improvement, which will become quicker as a new crop season approaches. For the moment uncertainty as to tariff is acting as a deterrent to business, and is the cause of some speculative buying of commodities.

A GARMENT WHICH HAS BEEN steadily gaining in public favor for some time now is the one-piece pajama. It is an entirely closed suit, very much after the style of the combination. It is shorter in the leg than the ordinary pajama suit.

* * *

THE SHIRT WITH THE STIFF CUFF is experiencing a new lease of life. It is not that the soft cuffed shirt is dead; not by any means, but there is a distinct tendency towards the stiff cuff for ordinary business wear.

* * *

A NEW YORK FIRM HAVE gotten out a very attractive novelty which is a mighty useful device for the traveling man. It is a coat-hanger which when contracted is only three inches long and an inch wide. It fits into a leather case, and can be slipped into the vest pocket. The arms of the hanger are on the telescoping principle, and they fold up into the centre piece.

New Style Features in Sweater Coats

AMONG the new lines in sweater coats for next season is a knitted tweed effect. This coat comes very close to cloth in appearance, and an advantage is claimed for it that it is just as wearable, quite as warm, and less expensive. Garments are made in this for ladies,' men, girls and children's. An illustration is given in this issue of the knitted tweed suit for a young lad. This line is carried out even into long coats for misses and ladies, coming far below the regular length of sweater coats, and conforming in cut to that of an ordinary long coat.

The tweed effect is emphasized by a dot usually of some fairly bright color, very often on a grey and black ground. The imitation is very close, and the garment has a good appearance, and it will be interesting to note the hold that they take on the public. Among the combinations are grey and black with a red dot, two shades of brown with a green dot, two shades of blue with a black dot, and a combination of maroon and black and another one of khaki and myrtle.

Following Clothing Lines.

When this manufacturer was asked for his reason of bringing out this tweed effect in a knitted line he replies that his idea was that knitted goods were becoming staple lines of garments, and that the closer the manufacturer approached to actual cloth the nearer he probably would be in getting a universal use for his goods. This brings up, of course, the question as to whether knitted goods, and particularly sweater coats, are regarded as an entirely separate line of wearing apparel, or whether they can be brought into general use, as staple articles of clothing. Those who hold the former opinion claim that the sweater coat must have original ideas in its make-up, cut, combination of colors, and in other ways in order that it may hold the peculiar place it is occupying apart from the ordinary cloth garment. There are other manufacturers who take the entirely opposite view that the cloth and knit garment should be made to conform and as the cloth has had the lead for so many years they claim it naturally follows that the knitted goods must follow after the styles of cloth garments.

The same manufacturer has carried out this idea in another direction. He noted the popularity of the chinchilla cloth, both for men and women, not only in overcoatings, but in other lines. It occurred to him that a knit garment like chinchilla would be a good selling idea and turned out a very attractive one with stripes in a sports coat with half belt across the back. It is being developed along a number of lines for the coming Fall.

Sweater coat with check pattern, green ground with fawn check and trimming. Shown by R. M. Ballantyne, Ltd.

One big concern is paying a good deal of attention to check effects rather than to plain coats, or to plain body and varying cuffs and pockets. For the most part these are in staple colors though there are some exceptionally neat models in blues and tangoes. These check coats have a shawl collar and are pretty well the usual style, as far as cut goes, but the check pattern, in both a fairly large and a small design, is distinctly new. In the case of one sample coat seen, the background was of pale blue with the check in darker tone of the same color. Another model put out by the same firm was in an alternating square check of green and brown. It was mighty effective.

The big percentage of sweater coats this season are following the older styles. The reason is that several, in fact, most of the manufacturers have been so busy with the Government orders that they have had no time to give to the invention of new ones. For instance, the shawl collar is to be pretty general again, both for women and men.

One of the novelties for men is a sweater coat which has the shawl collar effect; the back is of nap and the stitch is half cardigan. A natty cap is made to accompany.

Shawl Collar Best.

Taking the question of collars, the close-fitting collar is not so popular as the shawl. It has virtually vanished. Very few close-fitting models are made nowadays.

The old question of heather mixtures still comes up. Heather mixtures for sweater coats have not yet become popular in this country.

(Continued on page 72.)

Selling Men's and Boys' Sweater Coats

Full Range in Men's Wear Department of G. W. Robinson's, Hamilton—Full Range From $1 to $5, With Two Main Divisions of Stock—Clearing Out by Reduction Sales.

THE men's wear department of G. W. Robinson's, Hamilton, believes that in carrying sweater coats they should cater to all kinds of tastes—and purses. They do not aim for an exclusive men's wear trade: they want one in which women dealing in their store will be able to play a large part. They believe thoroughly in the saying that women buy 75 per cent. of men's wear. They have a separate department, it is true, but one that is of easy access to the rest of the store: separate, that is, in being at one side—not partitioned off in any way. This store has succeeded in building up a large business in sweater coats, and The Review inquired of the manager, Mr. Riddell, the reason for this. His reply was as follows:

"We keep two main divisions of sweater coats in regard to quality and prices. One of these is a line that runs up to $2, including coats starting at about $1. The other consists of coats running from $3, $3.50. $3.75, $4, $4.50 and $5. A number of exclusive men's wear stores carry the higher-priced lines up to, say, $7.50, but we do not think there is a big enough call for them to warrant us keeping the highest-priced range, and are quite contented with lines up to $5.

"As a rule, these coats are displayed prominently on the counters in the section given up to sweater coats. We arrange all those around $2 and under together, and possibly have a mark 'Up to $2.' attached to them. The others of the better class goods we keep by themselves, and have a card attached, say, 'High-class sweater coats,' or 'Ranging from $3 to $5,' or something of the kind. We find we have quite a large sale for the $3 goods.

Handling Customers.

"Now, as to our customers. When one comes in —very often a woman who is coming to buy for her husband or her son—she says, 'I would like a sweater coat, costing about $2.' Naturally we show her our $1.98 line, which is a $2 line, and if the goods are suitable she takes one. For women, however, coming in to buy a sweater coat and making no mention of price, we naturally show the lines running from $3 to $5, and unless she finds the price prohibitive or much more than she expected to pay, we generally persuade her to take one of these. If she is looking, say, at a $3 line, by keeping the higher-priced ones with it she is very often persuaded to take a coat that is worth $4 or even $4.50. Thus we find by experience that our customers of sweater coats are generally divided into the two classes, governed a good deal by the difference in our prices. If no mention is made of price, we generally decide about how much a woman is likely to give, and very seldom ask her. The main idea is to get them looking at the coats before the decision to buy or the interest in the subject fades away as is very often the case where the purchase may be a mere whim. When a customer is decided on a sweater coat definitely, then it is an easy matter to ask her about what price she would like to pay. When we mention women buying for men, we must include a large business in boys' sweater coats. We keep a stock of these running from 50c upwards, and usually are able to satisfy the mothers when they come in.

"I am opposed altogether to the theory that a store should keep only one or two ranges of sweater coats, and those the highest-priced ones. This is not the policy for any other line of goods; why should it be for sweater coats?

KNIT GOODS TO REPRESENT TWEED.

This Oliver Twist suit is one of a number of lines being brought out by the Monarch Knitting Co., with a tweed effect, this particular sample being of black and white with a red dot.

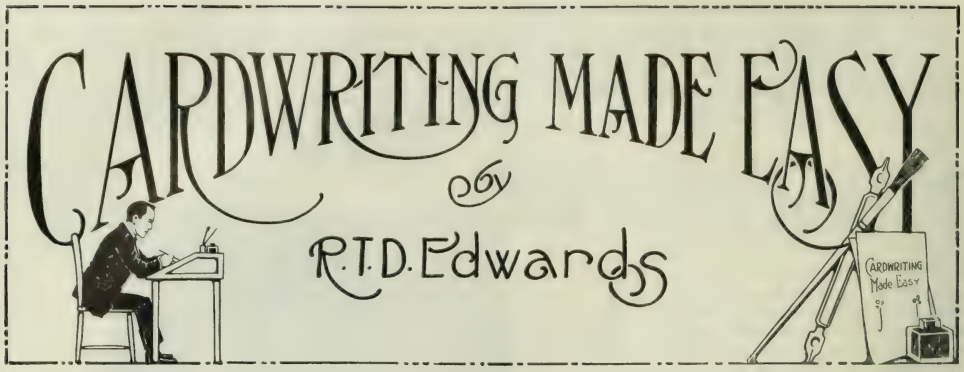
Variety for All Kinds of People.

"Why should we conclude everyone should pay $5 or $7.50 for a sweater coat? You can get good wearing value for the cheaper prices I have mentioned, and the goods will prove quite satisfactory to the customer. If we kept only the higher ranges a large proportion of our customers, who wanted a cheap-priced coat, would not be willing to pay the higher price, and the sale would go elsewhere. This, of course, would injure our general business as well as the business of this one department.

Push From First of October.

"We start pushing sweater coats as soon as the weather gets cool, probably about the 1st of October. We then give quite a space to them, and display them on our counters, and have window trims

(Continued on page 72.)



LESSON NO. 2.

BEFORE delving into this lesson I would urge all of you who have definitely decided to follow this card-writing series to ask yourselves this question: "Have I mastered the lesson set forth in this paper a month ago?"

Can you honestly say: "Yes," or is the answer "No." You know better than anyone else whether you have become master of all the lines, curves and figures. You also know that if you have not you are the only one who is going to lose thereby. If there is any doubt in your mind show your work to your employer or some other competent person, and let him say whether it comes up to the standard shown in chart No. I. If he says that you haven't, then you have surely neglected that all important part of the work on which so much depends—PRACTICE. Omit the practice from all kind of study and the theory is soon to be forgotten. You must practice all the time even when you are able to make the lessons correctly. If you don't you go back—you cannot stand still.

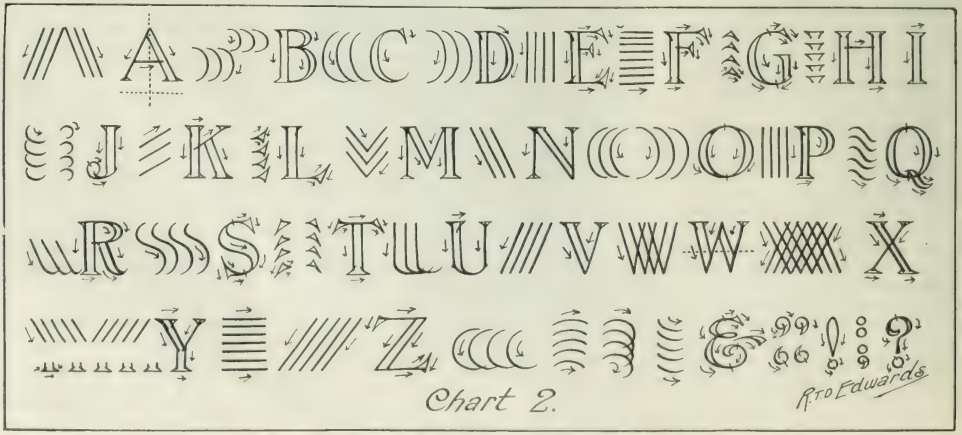
Actual Show Cards Already.

This month I am giving in chart form the upper case Roman alphabet. This form of lettering goes hand-in-hand with the figures of last month, and combining the two this month we can make show cards suitable and acceptable for any store.

The student should start practice work by laying out a half sheet card with guide lines one and one-half inches apart across the card. Then begin with the oblique line exercises preceding the "A" as shown in the chart, using a pencil to block out the work before the pen is applied. The exercises should be pursued until you have succeeded in getting the lines parallel—and remember **a ruler must not be used.** Having accomplished the straight lines, next make the letter "A." This letter requires and needs a great deal of practice so as to have both sides properly balanced—the dotted lines illustrate one method to assist the student in this.

The two sets of curved lines in the letter "B" require frequent practice. Note that the lower one extends more to the right than does the upper. Care, too, should be exercised in getting the "C" graceful. The upper spur should come directly above the lower point. The curved lines of the "D" should be farthest apart at the centre. The upright lines necessitate a great deal of practice as many beginners have difficulty in keeping them from slanting either to the right or to the left. It makes the "E" more attractive to have the centre stroke slightly nearer the top than the bottom. Parallel horizontal lines such as precede the "F" constitute the best kind of a practising exercise.

The making of spurs should occupy considerable of the student's time as they add the "life" to this class of let-



The making of each letter in this chart is fully explained in the text.

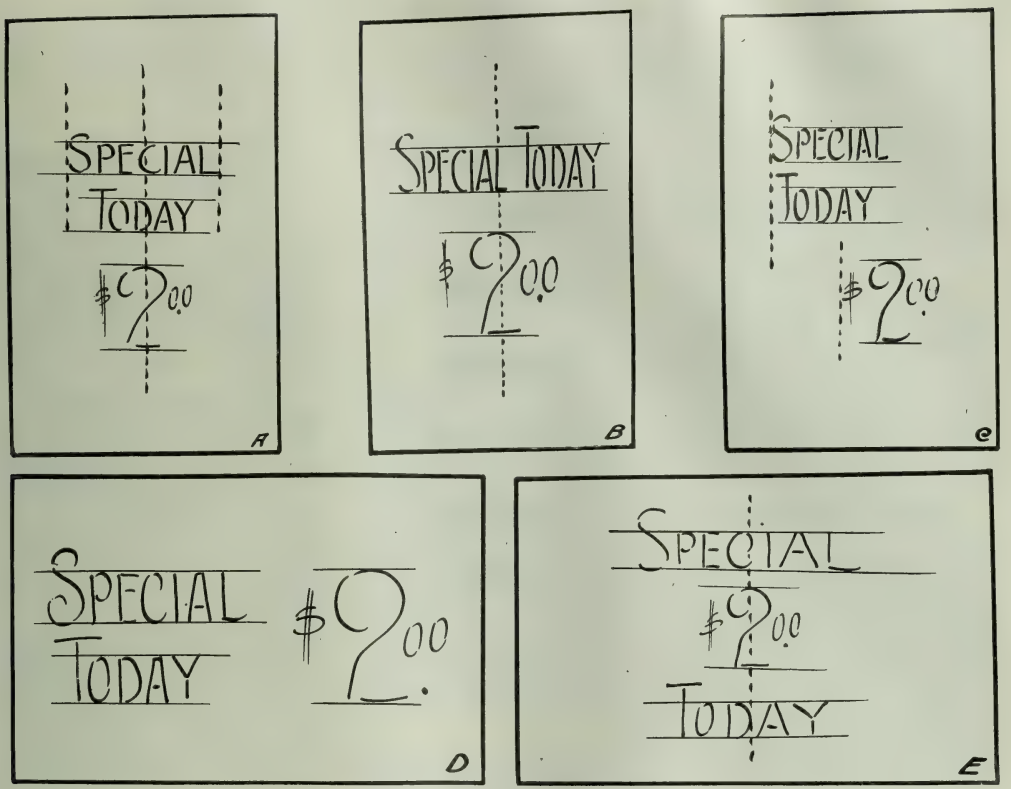


Figure 1.—A, B, C, D, E.

ter. Make careful note of the exercises preceding the "G" and "H." The cross bar of the "H" should be slightly above the centre of the letter for the sake of good apearance. The straight lines of the "I," the same as all other similar ones, must be kept equal distances apart for the full length of the letter. The tail of the "J" requires much attention—the two preceding exercises will help the mastering of this. "K" is made up of straight lines but nevertheless requires long practice before it can be used on the show card. The upper right hand slanting line should join the upright a little above the centre. The lower arm of the "L" should extend to the right about two-thirds the height of the upright to balance it evenly.

The Intricate Letters "M" and "O."

"M" is a letter upon which many amateurs fall down so study it carefully. The centre point should be exactly in the centre of the upright lines. The two outside lines of the "N" should be drawn first and the sloping lines inserted afterwards.

"O" is one of the most difficult letters in the alphabet to make. Both sides must be of uniform curves. Four strokes are all that are required to make it.

The curved lines of the "P" should join the upright as near the centre as possible. The tail of the "Q" should be as graceful as the other part of the letter. The tail of the "R" when pointed as shown here should project a little more to the right than the upper curve. "S" like the "O" is very intricate and requires patience and practice to master. The curved lines should be practised many times. Perfecting the upper spurs of the "T" is where many have trouble. They must both be at the same slant only opposite. The upright lines of the "U" should terminate about one-eighth of an inch above the lower guide line so as to have room to join them both up with the curve lines. The "V" and "W" are of a somewhat similar nature, only the latter requires the angles of the slanting lines to be even as the dotted line indicates. The intersection of both lines of the "X" should be slightly nearer the top than the bottom. The angle of the "Y" should be at equal distance between the guide lines. The sloping lines of the "Z" also require a great deal of attention. The "&" and all punctuation

Fig. 2.

This shows how the "T" Square is used for ruling the card.

marks require just as much attention and practice as does any letter on the chart. The arrows indicate the direction in which to draw the strokes. The student should begin from the upper left hand corner and work towards the lower right corner always. The small cross lines indicate the beginning and end of the curved lines.

The same pen nibs as illustrated last month should be used for this work. The more blunt the nib is the better, providing the ink will flow off it freely.

Hints on Spacing.

One of the most important points for the beginner is the masfering of proper spacing on the show card. The letters may be formed almost perfect but if the card is poorly spaced the good lettering goes for naught. I have heard experienced card-writers say, and I know it to be a fact, that a card poorly lettered and well spaced is far superior as a merchandise card, than the one well lettered and poorly spaced.

When a card is well spaced and properly balanced up, it can be read at a glance.

One serious error that the beginner often makes is the working in of too many curved lines. Once and a while they are all right but the majority of show cards should be lettered straight across, parallel with the top and bottom of the card. I have seen many cards of the amateur type, on which every word was written in a curve. Prospective customers waste much time if they stop to read it, but in the majority of cases the card is left unread.

Read-As-You-Run Cards.

The one great point to aim at when executing a show card is to make it the "Read-as-you-run" variety, and all depends on the layout.

Special To-day, $2.00.

Fig. No. I shows five different layouts for an ordinary card. Cards like these are of the ordinary sale variety, but you see how many different layouts all with the same wording can be made and all are probably equally effective.

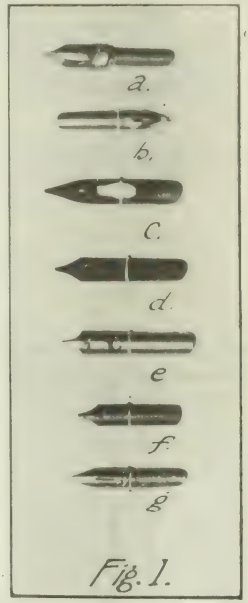
The "T" Square Helpful.

Many card-writers use a "T" square with which to rule out the cards. This is a very sure and quick way of getting guide lines at right angles with the ends of the card. Fig. No. 2 demonstrates its use.

One can also get the same result if care is taken with an ordinary ruler by measuring with the eye; with continued practice you can rule a card just as accurately as if it had been measured

The Fig. 3 card gives a fair indication of what kind of work should be expected from the person who follows this lesson thoroughly. This card gives the combination of the first and second lesson put into actual practice.

In the Fig. 4 card we have a combination of lettering and neat layout. The



Types of Nibs.

cards are exceedingly simple but you must admit that they could with propriety be used along with the very best display of merchandise.

SELLING MEN'S AND BOYS' SWEATER COATS.

(Continued from page 69.)

of them, and also advertise them regularly. This year, while some people complained about a lack of sale in these as well as a great many other lines, we have had a good season, and you can see the small amount of stock that is left over in our hands up to the present time, and we expect to sell practically the whole amount within the next two weeks."

Mr. Riddell pointed as he spoke to one of the sales counters, where a small quantity of sweater coats were ranged in neat piles, and a sales card above them reading as follows:

"Sale of men's sweater coats, regularly $4.50 and $5, for $3.49."

A short distance away there was a card over some boys' sweaters: "Boys' sweater coats, $1." A little to the side was another pile of sweaters with the card above them: "Sales of boys' sweaters, 49c." All three groups were getting good patronage during the semi-annual sale of January, and there was every indication that the stock of sweater coats would be entirely cleaned out.

NEW STYLE FEATURES IN SWEATER COATS.

(Continued from page 68.)

Only a few scattered people care very much for them, and the added expense is generally regarded as not being worth the bother. In gloves, however, leathers are very strong. A very nice light-weight glove was seen in heather mixture, Scotch knit.

How Montreal Views It

THE Review's Montreal correspondent wrote as follows:

In the budget summary as it concerns the dry goods trade there is a general all-round increase of 7½ per cent. on the general, and 5 per cent. on the British preferential tariff. By reason of the trade conventions with France, the increased duties do not apply to silk fabrics, velvets, ribbons and embroideries.

While the above facts are apparently simple, prominent men in the dry goods trade were not in a position to speak intelligently on the effect of these changes when seen by a representative of The Review. It seemed as though it would take them considerable time to realize what effect the increase in tariff really would have on business.

Advanced at Once.

Wholesale houses were not inclined to look with disfavor on the budget. They do not stand to lose much as the extra duty will be charged on goods ordered for Fall. One would imagine that those retailers who had already placed their Fall orders would be in a better position than those who had not. There may be some houses who have been doing business on this basis—that those retailers who bought early would save considerably if a duty were imposed—but many wholesalers seem to have sold subject to tariff changes. As one told The Review: "Since the war broke out, all goods have been sold subject to change of tariff, consequently on goods shipped after today five per cent. will be added on British goods, and seven and a half per cent. on foreign goods."

Hit Hard on Gloves.

Some importers seem to have been caught badly. One house informed The Review that gloves had not been sold subject to tariff changes. At the time of the interview he was not sure whether gloves from France were on the exempt-

(Continued on page 73.)

Big French List Remains the Same

Under French Treaty Silks, Velvets, Ribbons, Embroideries, Handkerchiefs, Corsets, Feathers, Flowers, Gloves, Boots, Toys, etc., Remain as Before—Switzerland Included—Preferential Now Sometimes Higher.

ONE clause in the new tariff that has attracted considerable interest and about which little information was furnished by the press comments was the relation of the French Treaty to the advances in duties. Hon. Mr. White announced that the Government could not alter the schedules contained in the French treaty and hence no increases applied to this. Velvets, silks and embroideries were mentioned as the articles exempted by the French treaty.

As a matter of fact the list is a much more extensive and important one as will be seen by the list given below. With the shutting down of so much manufacturing in France the maintenance of the present duty is not applicable to imports to Canada to anything like the extent it was before, but the opening up of industries in France may be expected to be extended gradually after the Great Drive begins in earnest. Some of the items on the French treaty list are **velvets, ribbons, silk fabrics, embroideries, handkerchiefs, corsets, buttons, laces, gloves, boots and shoes, many fabrics, fur skins, trunks, valises, many millinery supplies, etc.**

The chief point to notice about the French treaty in its relation to the new tariff, is that under it. in 1907 certain goods from that country were accorded an "intermediate" tariff, which, as its name implies usually lay midway between the British preference and the general tariff, which was applicable to the United States, for instance.

Preferential 25, intermediate 27½, general 35.

In future the intermediate to France will remain the same, falling below the preferential which go up 5 per cent., while the general advances 7½ per cent.

In the list given below the figures first appearing apply to goods from France (and "favored nations") the second is the British preference (to Great Britain and the colonies); while the third applies to all others.

Eleven Favored Nations.

A reference has been made to "favored nations." This simply is an extension of the French treaty. The customs regulations state that by virtue of treaties with Great Britain the following are "the most favored nations" entitled to receive the benefits of any treaties made by Canada with other nations: **Argentine, Austria-Hungary, Bolivia, Columbia, Denmark, Japan, Norway, Russia, Spain, Sweden, Switzerland and Venezuela.** It is interesting to note that Austria-Hungary was on this list. It is of course illegal to trade with that country since the war.

FAVORED NATIONS' LIST.

Argentine.
Bolivia.
Columbia.
Denmark.
France.
Japan.
Norway.
Russia.
Spain.
Sweden.
Switzerland.
Venezuela.

There is a special treaty with Japan signed in 1913, by which it enjoys the lowest rates "applicable to similar articles of any other foreign origin." This treaty remains in force until July 16, 1923.

The Three Rates Compared.

Below is given a list of dry goods materials that retain the present duty under the French treaty, with the corresponding preferential rate and the general one, in this order:

Clocks, watches, time recorders, clock and watch keys, clock cases and clock movements, 27½ per cent.; pref., 25; general, 37½.

Fabrics, manufactures, wearing apparel and ready made clothing, composed wholly or in part of wool, worsted, the hair of the goat or other like animal, n.o.p.; cloths, doe skins, cassimeres, tweeds, coatings, overcoatings, and fell cloth, n.o.p., 35 per cent.; pref. 35; general, 42½.

Braids, fringes, cords, elastic, tassels, handkerchiefs of all kinds, shams and curtains, when made up, trimmed or untrimmed; corsets of all kinds; linen or cotton clothing, n.o.p., 32½ per cent.; pref. 30; general, 42½.

Velvets other than of pure silk, velveteens and plush fabrics, 27½ per cent.; pref. 22½; general, 37½.

Velvets of pure silk and silk fabrics, 20 per cent.; pref., 22½; general, 37½.

Manufactures of silk or of which silk is the component part of chief value, n.o.p., 32½ per cent.; pref., 35; general 45.

Fur skins, wholly or partly dressed, n.o.p., 15 per cent.; pref., 15; general, 22½.

Dongola, cordovan, calf, sheep, lamb, kid or goat, kangaroo, alligator, and all leather, dressed, waxed, glazed or further finished than tanned, n.o.p., 15 per cent.; pref., 17½; general, 22½.

Boots, shoes, slippers and insoles of any material, n.o.p., 27½ per cent.; pref., 27½; general, 37½.

Trunks, valises, hat boxes, carpet bags, tool bags and baskets of all kinds, n.o.p., 27½ per cent.; pref. 25; general, 37½.

Gloves and mitts of all kinds, 30 per cent.; pref., 27½; general, 42½.

Braces or suspenders, and finished parts thereof, 30 per cent.; pref., 27½; general, 42½.

HOW MONTREAL VIEWS IT.

(Continued from page 72.)

ed list, but he was afraid they were not. He seemed of the opinion that the advance was "outrageous;" that importers had been hit severely, while home manufacturers had been protected. His chief objection was to a change in tariff without notice. As his gloves had not been sold subject to change, profits were eaten up three times over. As it was, they were making very little profit on gloves. The price of gloves, he explained, was fixed to retail at a certain price. This simply meant that an advance would be made of 7½ per cent., but not all round. The burden would be placed on those lines which could bear it. It was no use putting the full 7½ per cent. on better lines, or they would not sell at all.

Wholesale houses seem to find more cause to grumble in the taxes on bills of lading, letters, and cheques. For every bill of lading sent out by a wholesale house there will be a charge of 5c.—2c. tax on the bill of lading, 1c. additional postage, and the usual 2c. postage. As wholesale houses send out hundreds per week, the increased cost will be considerable.

The insertion of a ribbed gusset is a new idea being tried out in a closed crotch combination garment. The purpose of this is to allow it to give without stretching and becoming loose at the crotch. In the same garment the flap is made of cloth running the same way as the main portion, instead of the opposite as in many garments, in order to prevent stretching the wrong way.

Sources of the Extra Revenue

The Tariff Changes in Brief and Some Estimates of What the War Taxes Will Bring—Banks, Loan Companies, Cables and Telegraphs, Passenger on Railways and Steamships, Letters and Post Cards Among the Sources.

From the Banks—A tax to be paid quarterly, equal to ¼ of 1% upon average amount of the notes in circulation during the three months preceding.—Estimated revenue—$1,050,000.

From the Loan and Trust Companies—A tax of 1% upon the gross amount of interest from loans and investments in Canada, and the same tax on the gross amount of income other than interest on business transacted in Canada received by the company on and after Jan. 1, 1915.—Estimated revenue—$1,000,000.

From the Insurance Companies—A 1% tax on the net premiums received by the company on and after Jan. 1, 1915,—other than life and marine companies and fraternal benefit societies.—Estimated revenue—$301,000.

From Cable and Telegraph Companies—A 1 cent tax on each message from each office in Canada for which a charge of 15 cents or more was imposed, the company having the right to collect the one cent from the party who sends the message.—Estimated revenue—$100,000.

From Purchasers of Transportation Tickets—A tax of 5 cents on every railway passenger ticket over $1 and not more than $5, to any place in or outside of Canada; on every steamboat passenger ticket between Canadian ports or from a Canadian port to a port in Newfoundland, the West Indian Colonies or the United States; on tickets over both railway or steamboat lines to the above places. If the ticket amounts to more than $5 the additional tax will be five cents for each additional $5 or fraction thereto—Estimated revenue—$3,000,000.

From Sleeping and Parlor Car Accommodation—10 cents for each berth bought, and 5 cents for each parlor car seat.

From Passenger Steamship Companies—A tax of $1 for each passenger carried between Canadian points or from Canadian points to points in Newfoundland, West Indian Colonies and to the United States if the amount chargeable for the passage exceeds $10; the sum of $3 if the amount exceeds $30; and $5 if the amount exceeds $60—the company may collect this from the passenger.—Estimated revenue—$750,000.

From Drawers of Cheques and Bills of Exchange—A tax of 2 cents on each cheque payable at or by a bank, and the same on each bill of exchange through a bank or delivered to a bank for collection; also a cheque or other bill of exchange made out of Canada shall before presentment for payment have affixed a stamp to the value of 2 cents, and the value of the stamp shall be chargeable to the person entitled to the proceeds of the cheque or bill.—Estimated revenue—$800,000.

From Bank Receipts—A tax of 2 cents on a receipt for money paid to a customer by the bank and chargeable against a deposit to his credit.

From Express Companies—A tax of 2 cents on money orders or travelers' cheques, a stamp to be affixed before one is issued and chargeable to the purchaser.

From Money Orders and Postal Notes—A tax of 2 cents and 1 cent respectively to be affixed by the Post Office to be paid for by the purchaser. On these stamps will be printed the words "war tax."

From Letters and Post Cards—A tax of 1 cent on each letter and post card sent by post. The stamp will have the words "war tax" printed on it.—Estimated revenue—$6,934,000.

From Bills of Lading—A tax of 2 cents in the form of a stamp on each bill of lading or other evidence of receipt for goods to be exported or carried coastwise or to be transported by railway. The person by whom the goods are received affixes the stamp.

From Proprietary or Patent Medicine and Perfumery—Tax of 1 cent when the retail price for each bottle or package is 10 cents or less and for each additional 10 cents or fraction thereof, 1 cent.

From Non-sparkling Wines—Tax of 5 cents on each bottle of one quart or less, and 5 cents for each additional quart or fraction of a quart.

From Champagne and Sparkling Wines—Tax of 25 cents on each bottle of one pint or less and 25 cents additional for each extra pint or fraction thereof. (The new duties on wines and champagne took effect on Feb. 12.)

From Duties on all Imported Goods (with some exceptions)—The entire tariff schedules have been advanced as follows: British Preferential 5%; Intermediate 7½% and General 7½%. The exceptions include tea, fish from Newfoundland; cocoa and chocolate products, salt for the fisheries, Indian corn, except for distillation purposes; wheat, wheat flour, sweetened biscuits, sugar, tobacco, wines from South Africa; animals for the improvement of stock; squid, oysters, fish and fish eggs for propagating purposes; books, printed; newspapers and magazines; news printing paper; matrix paper; nicotine sulphate; ores of metals; bells for churches; gold and silver coin and gold and silver in ingots, blocks, bar, drops, etc.; typesetting and typecasting machines; newspaper printing presses; mowers, binders, harvesters and reapers; traction ditching machines; surgical and dental instruments; material for ships; binder twine; articles for the manufacturing of binder twine; fish hooks, lines, twines and nets for the fisheries; artificial limbs, artificial teeth, not mounted; articles specified in tariff for schools, hospitals and charitable objects; settlers' effects.

BLACK PRINCE

THE WORKINGMAN'S SHIRT OF QUALITY

The Black Prince is offered as a standard garment—guaranteed to be better value for the money than any other line on the market.

The Black Prince is made to sell steadily on the quality of the shirt.

The Black Prince is made of a fleece-back black serge of guaranteed quality—absolutely fast color. This serge is manufactured especially for the "Black Prince," and we buy in such quantities that the cloth is confined exclusively to us.

The Black Prince is cut on big lines, making a full-fashioned, comfortable shirt for the workingman. The shirt is double stitched throughout.

The shirt sells at a fair profit, and is genuine value. There is a steady and increasing demand for Black Prince. Are you handling this line? If not, write to your wholesaler.

The Canadian Converters' Co. Limited.
Montreal

Go after the uniform requirements of your local organizations

HOME GUARDS, RIFLE CLUBS, POLICE, MILITARY OR SEMI-MILITARY UNIFORMS AND CIVILIAN CLOTHES TAILORED-TO-MEASURE

A great many merchants are reaping the benefit of extra profits by exercising vigilance in their business, in what would seem small matters. Keep your eyes on the club trade of your town.

No matter what kind of a club or organization it is, there are always more or less uniforms and dress requirements which are a source of good profit and the nucleus of a growing regular business.

Our Mr. F. Fisher is a military designer of broad experience, having many years' experience in contract work for the British War Office. He is recognized as an authority on all kinds of military and semi-military tailoring. We are fully equipped to handle every order in the shortest possible time without lowering the high Crown Tailoring standard.

THE CROWN TAILORING AGENCY IS A VALUABLE ASSET TO ANY MERCHANT.

Write to-day and find out if we have a satisfactory agency in your town. It means a satisfactory clothing business without worry and trouble, with less investment and no dead stock.

Write to-day for full particulars.

BRITISH WARM COAT

OFFICER'S DRESS UNIFORM

MEN'S HIGH GRADE TAILORING TO MEASURE CANADA

The Crown Tailoring Co., Limited

TORONTO, CANADA

MEN'S WEAR REVIEW

Vol. V No. 5
April 1915

Maclean Publishing Co.

28 "Service" Branches Throughout Canada.

Canadian Consolidated Rubber Co., Limited
MONTREAL, P.Q.

"DOMINION" RAINCOATS

are entirely

MADE IN CANADA

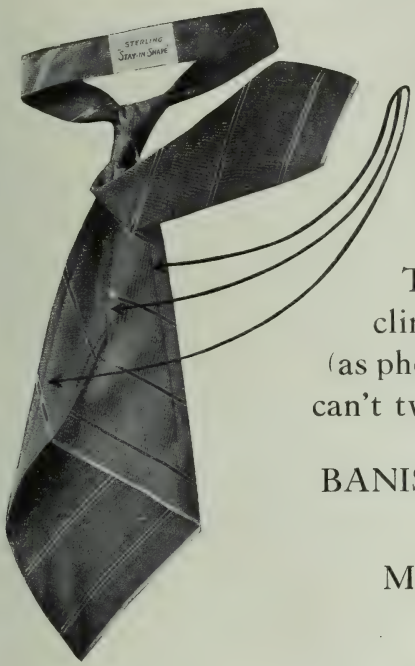
NO OTHER BRAND IS

Send to our nearest branch for prices and full information

Canadian Consolidated Rubber Co., Limited
MONTREAL, P.Q.

28 "Service" Branches Throughout Canada.

HERE IT IS AT LAST!



BACK VIEW OF TIE
Price $4.25 doz.

——see those three rows of stitching?

They run up both sides and centre of back of tie RIGHT THROUGH into the lining, clinching it permanently in shape (as photo)—the lining or the silk simply can't twist, curl, rip, or pull out of shape.

BANISHES ALL THE OLD BIAS TIE TROUBLES!

MILES AHEAD OF ANY OTHER PROCESS.

THE STERLING QUALITY MAKE NECKWEAR NEW

"STAY-IN-SHAPE"

(Patents Pending in Canada, U. S. and England)

The front of the tie looks just the same as it always did—nothing could be simpler or stronger in tie construction.

EVERY MAN HAS BEEN WAITING FOR THIS TIE!
BE THE FIRST IN YOUR TOWN TO HAVE THEM.

ORDER 3 or 4 dozen assorted by wire or mail.
$4.25 the dozen, less 3%.

We will pick out a choice assortment of the latest Spring and Easter novelties in finest Swiss silks.

STERLING NECKWEAR CO., LIMITED
The House of Novelties **TORONTO, ONT.**

The call to arms

at first shook the very foundation of Industrial Canada—it disorganized trade, upset plans of all businesses. In fact, it looked like the ruination of our Dominion.

¶ Everybody was scared. But the scare has gone. Business, though not quite as usual in some lines, is steady and growing. Thousands of our industries have reopened, and, taking advantage of the demand for war materials, are working on Government contracts.

¶ They're working overtime because they adjusted themselves to fit the existing conditions—you can do the same.

¶ Deficiencies in your regular clothing business can be made up by going after the tailored-to-measure business of Military officers, as well as of the particular man who cannot be suited from stock.

¶ This business is yours and without the investment of a cent. Simply secure the Agency for your town for

Style-Craft
TAILORED CLOTHES

E. G. Hachborn & Co., Toronto

Make a small table and four square feet of floor-space or a corner of your counter pay a good share of your rent

¶ With a big piece shot off your monthly rental, without having invested a dollar and without taking up much floor space, you will be ahead of the game, for the rent is often the big expense item which has to be contended with.

¶ How can you do it? There's no secret, no problem to work out, nothing but straight, sound business gospel —simply take advantage of the trade that you have and make the most out of it by not losing sales.

Write to-day for the

Style-Craft
TAILORED CLOTHES

agency—prepare to capture the trade of particular dressers of your town—civilian and soldier.

¶ The officers of the third contingent need uniforms; young, middle-aged and old men of your town who will not or cannot be fitted from stock clothes must be supplied.

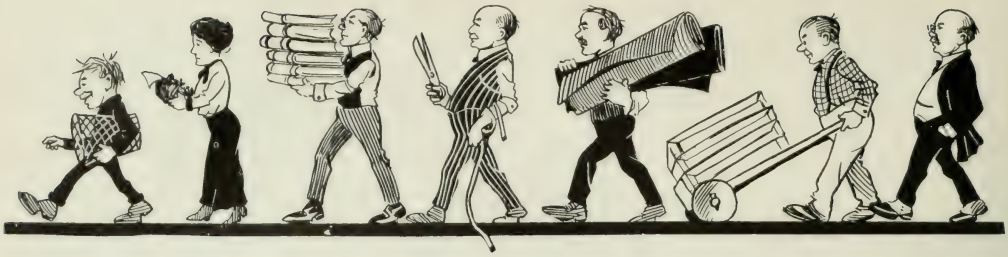
¶ Will you supply them through the excellent Style-Craft Service or will your opposition get this business?

It's up to you—write to-day for full particulars.

E. G. Hachborn & Company

NEW ADDRESS—50-54 YORK STREET

TORONTO CANADA



Canada's High-class Tailors to the Trade are moving to more commodious *and* better quarters in the *Robt. Bond Building, 68 Temperance St.*

We are looking for a return to prosperity in the near future, and with our improved conditions, fine equipment and expert operators, we will uphold the high standard of tailoring service for which we are known from coast to coast.

Our Fall and Winter range is in the hands of our representatives and you may expect an early call. To be sure you see the range as early as possible, drop a card to-day asking for a representative to call.

OUR SPECIAL ORDER DEPARTMENT

enables a merchant to secure and hold the trade of the tailor-made man —the Agency for your town will be a big paying proposition with practically no investment.

This service may be open to you. *Write and ask about it.*

Wm. H. Leishman & Co., Limited

NEW ADDRESS

Robt. Bond Building - 68 Temperance St. - TORONTO

MAKERS OF THE BEST TAILORED GARMENTS FOR MEN

Will You—

Take the Agency for Lailey-Trimble?

WILL YOU

let LAILEY-TRIMBLE tell you how greater profits, more sales and better pleased customers are possible with the aid of their *Master Built Line* of Clothes?

WILL YOU

benefit yourself by taking advantage of what LAILEY-TRIMBLE are doing in making possible pleasant work and easy sales for anyone who uses a little energy?

WILL YOU

consider what you have to gain by handling a *Line* with a guarantee of style, fit and workmanship, yet with prices that fit every man's pocket-book—ranging from $11.00 to $30.00?

WILL YOU

grasp this opportunity to increase your income—make more money out of tailoring orders than you ever have before?

WILL YOU

sit right down now and write for further proofs and particulars? Our big *"Book"* of fashions and fabrics or Swatch Line is already packed for shipment and only awaits your address.

Lailey-Trimble Limited

MASTER CLOTHES

B·U·I·L·D·E·R·S

TORONTO

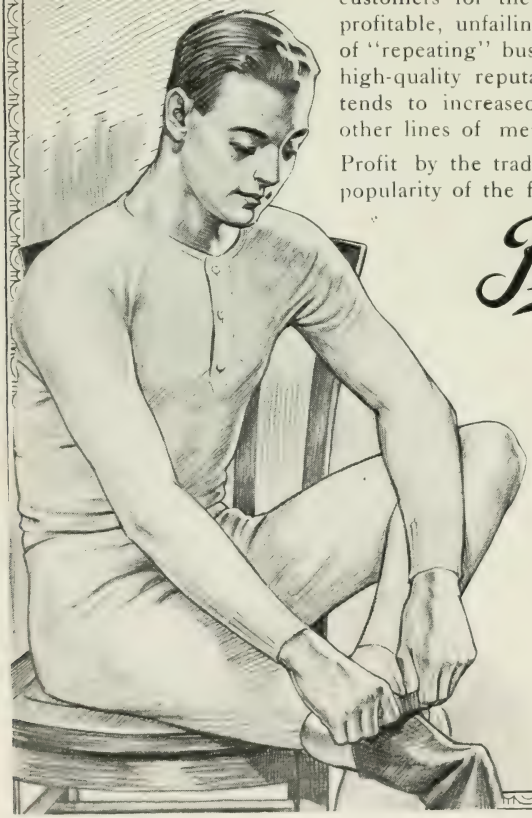
Penmans Popularity is Universal! Why?

Because we please the sellers as well as the wearers.

To wearers, Penmans spells quality in the goods, smooth ease and comfort in fit and texture, thoroughness and care in the making, and genuine good value at every point.

This in turn means satisfied customers for the seller, a profitable, unfailing volume of "repeating" business and high-quality reputation that tends to increased sales in other lines of merchandise.

Profit by the trade-winning popularity of the full line—



Penmans

Underwear
Hosiery
Sweaters

N.B.—All Penmans Goods are Made in Canada by

Penmans Limited
PARIS, ONT.

This is the question

Are you ready for the Spring business?

The season is almost here and the merchant who has what the people ask for gets the business.

We're ready to serve you.

Our shirts, underwear, hosiery, belts, braces and men's furnishings of all kinds await your word, and remember

WE SHIP BY RETURN.

Order through our traveller, or

WRITE US DIRECT.

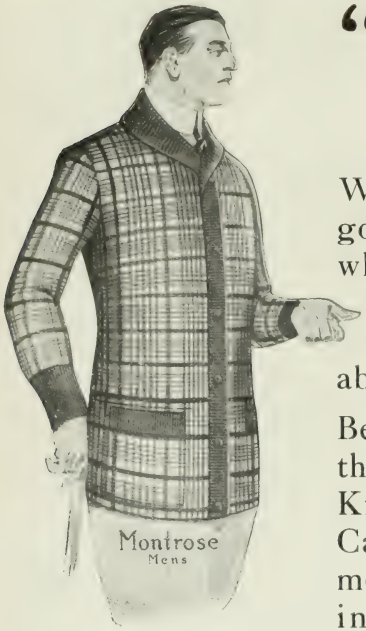
We know we can satisfy you.

Let's try.

The W. R. Brock Company (Limited)

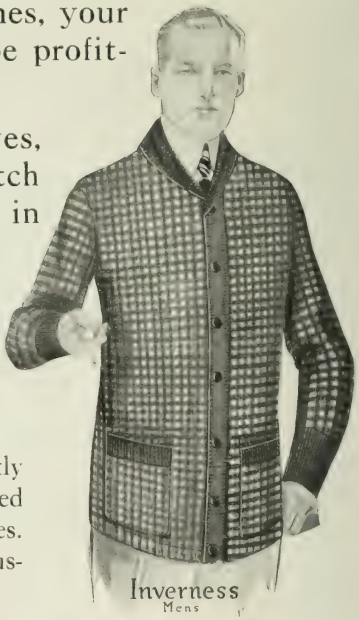
MONTREAL

Keep the wheels moving. Be patriotic
Stock and sell goods made-in-Canada



"Beaver Brand"
—*purely Canadian*

When you can get Canadian-made knitted goods of such high quality as Beaver Brand, which compares very favorably with the best imported lines, your patriotism will be profitable and practical.



Beaver Brand Gloves, the only line of Scotch Knit Gloves made in Canada, especially merits your examination. Made of pure Scotch spun wool, attractively finished; elastic, snug-fitting wristlets; dome fasteners. This is a glove that will give entire satisfaction.

"Beaver Brand" Knitted Coats for men are distinctly mannish in appearance. Well tailored from pure worsted wool into serviceable sweater coats of the newest styles. "Beaver Brand" will get "in solid" with your best customers.

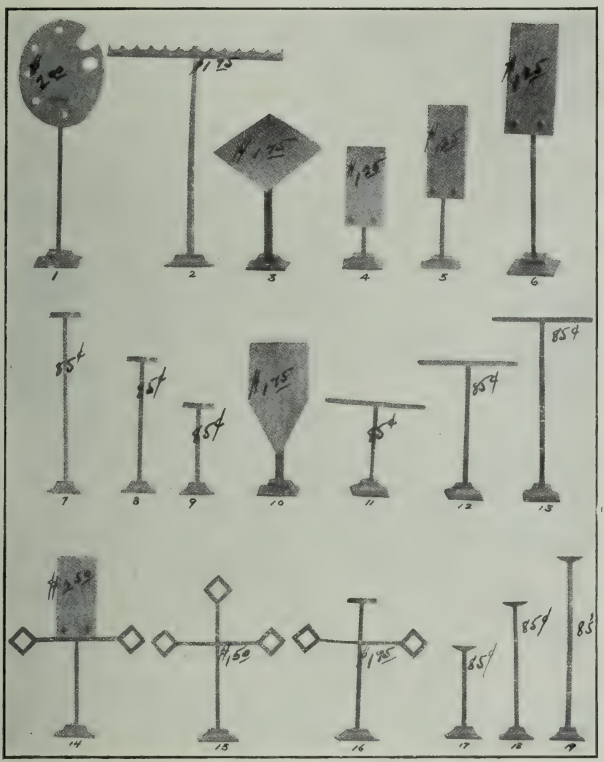
Drop us a line asking us to have our representative show you the 1915 samples.

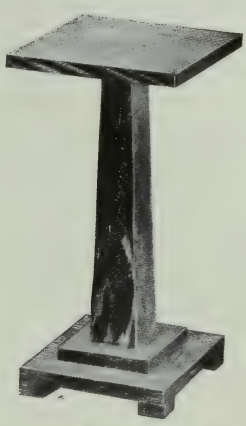
R. M. Ballantyne, Limited, STRATFORD ONTARIO

Manufacturers of Beaver Brand Knit Goods

Taylor-Made Wood Display Fixtures

MADE IN CANADA





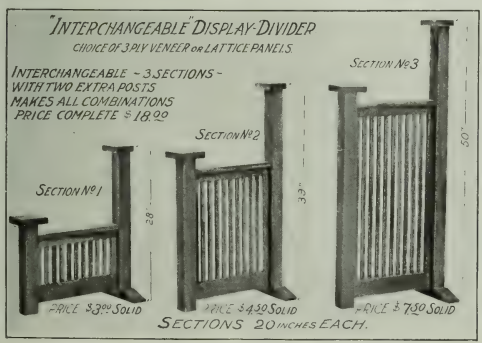
No. 300

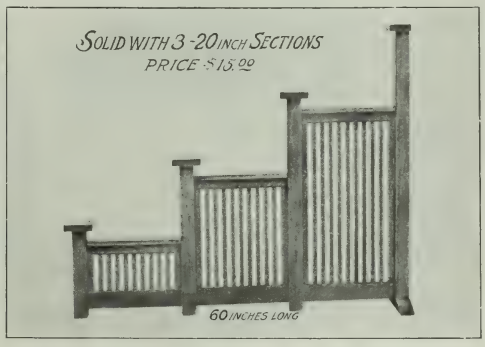
TAPERED PEDESTALS

12", $1.25 18", $1.50
24", $1.75 30", $2.00

All fixtures finished in the new Fumed Oak. Ready for at-once shipments.

Special finishes made to order





The Taylor Manufacturing Co.

HAMILTON, CANADA

Sales Booster

THE THIRD

Friday again—yes and to-morrow is Saturday, the big day of the week, the day the farmers come to Market. Of course you have goods on display in the different departments that you know will appeal to this trade—what about the men's department?

FARMERS ARE BIG USERS OF WATERPROOF RUBBER COLLARS.

because their out-door life demands something that will withstand the weather. Then too, most country people are not very handy to a laundry and for this reason the easily cleaned waterproof collar wins out over the ordinary linen kind.

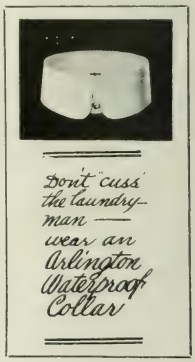
To get down to the Saturday's business, why not arrange a natty little display like the one here shown on a table or the end of the counter?

If you have three collar stands, so much the better; if not, arrange three units in the background on temporary supports, such as pieces of galvanized wire bent to fit around the inside of the collar and to keep it at the angle shown. Bring one end of the wire down behind the tie and stick it in a block of wood covered with felt, on either side of the show card, which may be made as shown here with a heavy crayon pencil or with brush and paint if possible; place two full boxes of collars slightly raised at the back.

This display will certainly attract attention to your waterproof collar stock and if it is from the Arlington range draw attention to the exclusive feature of **all Arlington collars — the easy slide tie space** which overcomes the big fault of both waterproof and ordinary linen collars.

Remember—there's a style for every taste and a grade to suit every pocket book in the Arlington range—**Canada's original and proven satisfactory waterproof collars.**

Write for catalog.



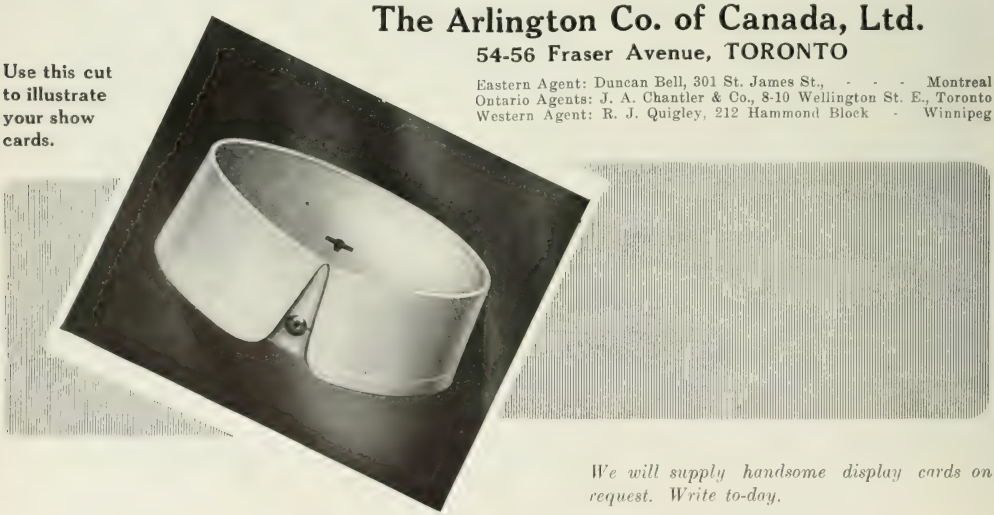
A catchy show card that can be made by any clerk.

The Arlington Co. of Canada, Ltd.

54-56 Fraser Avenue, TORONTO

Eastern Agent: Duncan Bell, 301 St. James St., - - - Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block - Winnipeg

Use this cut to illustrate your show cards.



We will supply handsome display cards on request. Write to-day.

A New Model

Ingersoll Dollar Watch

Packed in neat red boxes

Twenty-two years ago the first Ingersoll watch was made and sold. Since then forty million of these watches have timed human lives. Every day, 16,000 new ones go out into the world. More than half of all the watches made and sold in this country bear the name "Ingersoll" on the dial—the sign of an Ingersoll watch. **Every one of these watches have been sold through the retail dealers.**

This remarkable success—the enormous sale and good will which Ingersolls enjoy—has been achieved through three Ingersoll principles; first, the watch is made right; second, it is sold right; third, its market is unlimited.

The Ingersoll is made right. Both in designing and manufacturing, the one great aim was to secure accuracy in timekeeping. The attempt was successful. The result is a wonderful instrument of precision and durability, keeping time as closely as a person ordinarily needs to be timed. It stands jolts and jars which would quickly ruin an expensive watch.

The Ingersoll is sold right. The low prices enable you to get a complete assortment on a small investment. Your capital is not tied up in large stocks. Your small stocks will turn quickly. A three dozen assortment ordinarily turns four times a year, paying an annual profit of about 120%, payable every three months. The amount of profit is always certain. It is guaranteed by our policy of standardizing prices.

The Ingersoll Market is without limits. Every person entering your store is a prospective Ingersoll customer. They all need watches. The Ingersoll is the only real timekeeper within easy financial reach of all. For those who have expensive watches, the Ingersoll offers a reliable watch to be worn on special occasions as a safeguard against losing or ruining the expensive one.

The usefulness of the article, its low price, the manufacturer's guarantee, and the available signs, fixtures and display matter, make the Ingersoll watch readily salable in any kind of store.

You can get Ingersolls from your jobber, or direct from

ROBT. H. INGERSOLL & BRO.

200 McGill Street **MONTREAL**

Since the first railroads

STIFEL'S INDIGO CLOTH
Standard for over 75 Years

has been the "old reliable" Overall---Shirt--Uniform--Jumper--cloth for the *"men of the road,"* factory and field.

To three generations of dealers and wearers it has demonstrated that *it's the cloth in the garment that gives the wear.* Stifel's Indigo wears like leather and looks good as long as it lasts.

Be sure you see this mark

on the back of the cloth, *inside* the garments before you buy. It's your guarantee and your customers' guarantee of the genuine Stifel Indigo.

All printed Denim patterns are protected by patents.

Cloth manufactured by

J. L. STIFEL & SONS

Indigo Dyers and Printers

WHEELING, W. VA.

SALES OFFICES

NEW YORK.....260-262 Church Street	BALTIMORE.....114 W. Fayette Street
PHILADELPHIA.....324 Market Street	ST. LOUIS.....425 Victoria Building
BOSTON.....31 Bedford Street	ST. PAUL.....238 Endicott Building
CHICAGO.....223 West Jackson Boulevard	TORONTO.....14 Manchester Building
SAN FRANCISCO...Postal Telegraph Building	WINNIPEG.....400 Hammond Block
ST. JOSEPH, MO.....Saxton Bank Building	MONTREAL.....100 Anderson Street

FAST MAIL OVERALLS

UNION MADE

16

FEATURES FOUND EXCLUSIVELY ON

FAST MAIL OVERALLS

No. 1 Two hip pockets doubled.
No. 2 Two front pockets doubled.
No. 3 Drawer supporter.
No. 4 Continuous side facing. See illustration below.
No. 5 Continuous fly.
No. 6 Dodshon Crotch.
No. 7 Back band reinforced.
No. 8 Close-fitting waist adjustment.
No. 9 Three buttons on side.
No. 10 Comb, rule and pencil pocket.
No. 11 Gravity bib pocket.
No. 12 Hip pockets sewn into side seams.
No. 13 Force balance thigh.
No. 14 Clingtight suspenders.
No. 15 All seams double stitched.
No. 16 Adjustable band collar and scratch proof sleeve buttons.

Every Pair Absolutely Guaranteed

DODSHON OVERALL COMPANY LIMITED
WINDSOR, ONT.

"Monarch Knit"

Pictorial News
Ice Boating, Toronto Bay

Boys' Jumbo, $16.50 Per Doz. and Up. Men's Jumbo, $21.00 Per Doz. and Up.

Regular "Monarch Knit" Weather

Such are the days for sales and profits in Monarch Knit Sweaters. Outdoor sports hold sway and outdoor sportsmen—and women—are calling for jaunty, warm, strong-wearing knit goods.

Monarch Knit wear is built for snappy, frosty weather. Every garment is well made of the very best materials and possesses a style value that is worth real money to the merchant who handles the Monarch Knit Line. Monarch Knit embraces every conceivable kind of knit article—Sweater Coats for Men, Youths and Boys, also Men's and Boys' Pull-Over Sweaters and Jerseys, Bathing Suits, Toques, Mufflers, Motor Scarfs and Children's Suits and Rompers.

Monarch Salesmen are now showing our 1915 range. Drop us a line and fix a visit.

"Monarch Knit"

Everything indicates a scarcity in Knit Goods and a general advance in prices. Dye and yarn concerns are offering their limited supply at premium prices and still more grave conditions are in sight. Spinning all our yarns, doing our own dyeing and possessing every manufacturing facility in our four big plants, we are in a most unique position to-day to fill orders until our present supply is exhausted, after which our prices must advance.

The Monarch Knitting Company, Limited, Dunnville, Canada

"MADE IN CANADA"

MADE IN CANADA

TRADE CCC MARK REGISTERED

The appearance of C.C.C. Gloves, Gauntlets and Mittens is backed by quality

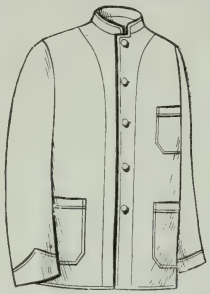
and you leave it to the working man and see if he would not sooner have a well-blended combination of the two than either qualification without the other.

The appearance of C.C.C. Gloves, etc., goes a long way towards producing quick sales — quality of material and make brings repeat business.

Don't hesitate to recommend C.C.C. Gloves to your best working man's trade.

THE CRAIG-COWAN COMPANY, LIMITED
154 PEARL STREET, TORONTO

Haugh BRAND



—the duck clothing that will bring the men's trade to your store

The grocer and his clerks down the street are using duck coats and aprons. Are you supplying them? If you have our goods you will get these men into your store.

HAUGH BRAND DUCK CLOTHING

comes wrapped in individual dust-proof packages which ensures delivery in the same clean, freshly laundered condition as it leaves the factory.

Every garment is full size, shrinkage being allowed in cutting. We make everything in men's duck clothing.

Write for Catalog and Prices.

Defiance Mfg. Co., Limited
College and Bathurst Sts., TORONTO

YOUR BEST SALESMAN

EASYSET SYSTEM
ALL METAL
STORE FRONT CONSTRUCTION.

BEFORE **AFTER**

NO INVESTMENT will bring you better returns than this

This STORE FRONT is paying for itself by creating new sales, and is working for Coleman's Ltd., Toronto, 365 days each year.
THE BEST KNOWN advertising medium is ATTRACTIVE show windows.
EASYSET has been installed in thousands of stores throughout the continent and has given excellent satisfaction.

EASYSET MADE IN CANADA

A postal card will bring Catalog "M" to you.
Here is your OPPORTUNITY. Write us for further particulars.

H. J. ST. CLAIR CO., Limited

69 Toronto Arcade **Toronto, Ont.**

"It's great to feel that a suit's going to please a customer"

This is the way one Art Clothes agent expresses his satisfaction with the way his shipments open up and it is representative of the general feeling among

ART CLOTHES
COOK BROS. & ALLEN LIMITED
TRADE MARK

agents throughout the Dominion.

There's a mighty big difference in the enthusiasm you put into your selling when you know that you are going to not only satisfy your customer, but are going to please him. You go at it with a vigor that breeds good salesmanship and which drives home the big punch that closes your selling arguments with the cash-in-hand and a satisfied customer.

If you have this feeling when selling the line you are handling—stay with it; if you haven't, write us. We have a number of Spring sample outfits and will give you the exclusive agency for your town providing it has not already been arranged for.

Write to-day. Outfit costs you only the express charges.

COOK BROS. & ALLEN
Limited
WHOLESALE TAILORS
TORONTO
(The Art Tailoring Co., Toronto)

MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 5 TORONTO, APRIL, 1915 No. 3

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President.* H. T. HUNTER, *General Manager.*

T. B. COSTAIN, *Managing Editor.*

(ESTABLISED 1888)

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

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UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971, Chicago, Ill., A. H. Byrne, 140 So. Dearborn St., Room 607, Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies $1 a year; United States $1.50 a year; Other Countries, $2 a year; Single Copies, 10 cents. Invariably in advance.

"Cravates Militaire"

If you would have the newest and most active selling idea in men's cravats let us have your order by return for these military stripes. The brightest sort of colors blended into 3-color tone equal bias stripes on heavy all silk poplin. Made into a large shape, price $6.00 the dozen. Worthy of $1.00 selling. Color combinations as follows:

Gold, scarlet, navy	**Royal, white, black**
Gold, scarlet, black	**Gold, scarlet, green**
Royal, brown, white	**Rose, white, black**
Sky, navy, white	**Gold, white, black**

Batwings in narrower stripes to match, $4.25.

A. T. Reid Company, Limited

TORONTO

Makers of Reid's Real Bengalene Cravats

"40 Shades." The Aristocrat of Neckwear

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY

143-153 University Av. TORONTO-CAN.

VOL. V. TORONTO, APRIL, 1915 NO. 3

SUGGESTION FOR EASTER WINDOW TRIM

Figure 1—This trim shows the use of a long, low plateau with top of composition board. At the extreme right is a decorative feature suggestive of Easter. The accessories consist of three neckties, two hats, two canes and pair of gloves. Note treatment of vest at top of coat. For detailed description see article on next page.

DISPLAYING MEN'S WEAR FOR SPRING

Simple and Effective Displays and How to Arrange Them—Unit Trims the Most Valuable—Use of Plateaux.

BY G. A. SMITH, SPECIAL NEW YORK CORRESPONDENT OF THE REVIEW.

THERE is one advertising medium through which to approach and interest the prospective buyer that is always available to the merchant. It is so flexible that it can readily be moulded to suit the needs of almost every class of dealer. It is open by its inexpensiveness to the man who cannot afford to enter the field of publicity, and equally valuable by its unusual demonstrative ability to the dealer who employs every modern method in advertising his store goods.

Silent Salesmanship.

This is the show window. No other form of silent salesmanship has quite the same potency. There is the story in the clearest and most convincing way. It makes the demonstration, ten, twenty, or as many times a day as there are persons passing. As in any other form of advertising, the display window works along three distinct lines. It has unusual publicity value, it co-operates with other advertising salesmen and the store in the field of sales-making and when properly employed it has distinct pulling power, offering a means of getting inquiries, and opening the way to prospects.

Men's Garment Displays.

Men's garment windows should be very distinct and to the point, telling the message most clearly and convincingly at a glance. There should be some central feature on which the mind can centre. To fill the windows with a conglomoration of merchandise is one of the gravest mistakes made in window dressing. Strive to make your displays very simple and attractive. This applies to men's wear more than any other line of merchandise. The character and number of the articles comprised under this head make it possible for the display manager to give full rein to his inventive genius. The ways of effectively displaying men's wear are very numerous.

Figure 2.—"A practical unit grouping for new Spring suits," using a mission arm chair. Coat held in position by upright metal stand. Designed for Men's Wear Review by G. A. Smith.

The best and most effective system is the unit idea, so much in vogue at the present time and recognized for its artistic value and relationship.

Coloring and Fitness.

When selecting the merchandise for a display of this character strict attention should be given to the coloring and the natural fitness of the articles brought together. In constructing a clothing window in which accessories are used in conjunction, be sure to have them match up well with each suit on display. Hats, shirts, neckwear, canes, waistcoats, gloves, and many other items used in conjunction with accessories should be selected with great care. This also applies to men's wear displays more than any other line. Never overlook your color schemes. This is one of the most important and vital factors in correct window dressing.

Arrangement.

In placing garments in a window, be sure and group them in such a way that every suit will stand out in individual effectiveness. This, of course, cannot be accomplished in any other way than the unit system. The writer has paid strict attention to men's wear displays and has found that the weakest showings are usually installed in the department store. In the placing of the merchandise, the merchandise has not been given the proper consideration. The trousers probably are shown over a T stand, within two or three feet from the coat; the vest, no doubt, being placed in some other out-of-the-way place, which altogether produces a very scattering and uninteresting way of arranging merchandise. The attention is thus divided in every direction. This can be avoided by grouping the merchandise along the lines before mentioned. By this method the onlooker can get the general outline of the complete suit, as it would be worn by the person.

As you can readily understand, catering to men is a different problem to catering to women. It is probable that most men get their impressions of new styles from the window. They do not read fashion books as women do, consequently they are likely to conclude that the merchandise they see as they pass along the street is a correct delineation of the prevailing styles. This circumstance should afford ample reason for retailers of men's goods giving special care and thought to the preparation of their windows. The goods exhibited should appear as fresh and as attractive as possible.

Show cards should be employed to help along the goods that are new, the latest style and the colorings that are the present vogue, etc. The idea is to make the impression upon the mind at a glance, and by installing windows of this character you will be able to bring about these conditions. Nine times out of ten the man's impression of the character of the store he patronizes is derived from the show windows of that store.

Use of Plateaux and Other Devices.

Very much can be accomplished in livening your displays through the use of plateaux, which can be of a factory make or home-made ones. The accompanying illustrations are noteworthy examples of the up-to-date system for displaying men's wear, and if carried out to the full extent prove to be valuable to the progressive merchant and display manager.

Fig. 1 presents a very practical unit grouping for the new Spring suits. This unit grouping has been accomplished through the use of a mission arm chair, the suit being arranged over the chair as illustrated.

A small metal upright stand serves as a support to hold the coat in position. A pair of gloves, two hats, two canes, and two neckties constitute the accessories utilized in conjunction with this group.

Fig. 2 shows the use of the long, low plateau, constructed from ⅞ inch soft pine lumber to form the framework over which a top of composition board has been applied. This can then be covered with felt, rep, plush, cotton flannel, or imitation wood gran, onyx, or marble paper may be used instead. The supports underneath are made from a composition claw foot ornament inverted, and finished in silver, slightly touched up in a lavender tint.

At the extreme right hand side, we show a decorative feature in the shape of a flower box made by bending a piece of cardboard in cylinder shape, cutting and opening out at top. This is then covered with bark paper. The sawed end can be reproduced through the use of a circle cut from one-inch lumber inserted therein and painted to represent the end of the log. The supports underneath are made from one-inch lumber covered in the same manner. The box can then be filled with excelsior covered with moss and flowers and ferns inserted therein.

The accessories utilized in connection with this unit grouping consists of three neckties, two canes, a pair of gloves and two hats. Attention is directed to the treatment of the vest at the top of the coat.

Each suit stands out by itself and makes the impression upon the mind at a glance.

COUPONS FOR PIANO CONTEST

A. Burling, of Park Hill, Ont., is having an advertising campaign that will run for a few months. Every dollar's worth of purchase will entitle the purchaser to a coupon good for 100 votes. The purchaser may keep these coupons for himself as a contestant or hand them to any other person. At the end of the campaign the person having the largest number of votes will receive a parlor grand piano, the retail price of which is $350.

Suggestion for trims of fancy hosiery. Two units separated by neat price card.

EXCELLENT TYPES OF UNIT TRIMS

These are first class examples of the most approved forms of unit trims which can be adapted to any style of window, narrow or wide, by the use of moveable compartments. In all such the rule is to use a single range, whether of shirts, ties, hats, hosiery, underwear, etc.—to get rid of a confusing, non-impressive variety that carries no definite drawing power for a single article. Two units are of shirts—there only in each. Note glass shelf in one on left. In the right side trim a range of three is shown and ties match the two-combination colors of each shirt; purple and black; blue and black; blue and gold. An odd color would spoil the effect. The puffing of the sleeve and showing of the cuffs is a neat arrangement.

The second from the left is a showing of bow-ties—one range again—on collars. The handkerchiefs are used to provide a white ground below to throw the small ties into greater relief, while another tie is thrown loosely across the collar. The rows rise up from the left. In the case of the underwear, while the price ticket refers to both two-piece and combinations only the first are shown with black hosiery to afford a contrast.

Note the use of price tickets on all the trims. This store though catering to an exclusive trade in one of the most high class residential districts in the city — Rosedale and vicinity—uses price tickets on all but evening wear displays—and this has proved very effective in drawing in customers who otherwise might dismiss the article as too high-priced. The most results in these trims came from the bow ties—a big run on them. The window was trimmed by C. W. Balmer.

DISPLAY OF EVENING WEAR UNITS

One of the most attractive window displays of evening wear which we have seen was that in the Stollery store, Toronto, which is reproduced here. There were five dress shirts, two of them mushroom-pleated, soft shirts for use with Tuxedos, and three stiff bosomed for formal evening wear. The two outside shirts were soft with pleated fronts. The one at the extreme right was a natty and novel thing in white with a diamond-shaped black design, at wide intervals. It is a trifle daring even for a semi-formal dress shirt but some men would wear it to advantage. The vest front accompanying came to a very sharp point, and was getting distinctly away from the "U" shape while not reaching the "V." It was of black silk. The collar worn was a very smart turnover or "butterfly."

On the extreme left there is a distinct novelty in a mushroom tuck vest. We have had pleated shirts galore, but a pleated vest is something new. It was trimmed with moire or "water-wave" silk, and certainly looked mighty good, cut on this season's style.

The centre model was a distinctly nice trim in white. Collar, French pique tie, shirt, vest and scarf were all in plain white.

Gloves in white and hats in black and various combinations in black and white scarfs completed the window. The canes, lying here and there, were of very good style and quality and were a distinct feature.

The whole trim was remarkable for the fact that it contained many units and yet was not crowded. The use of the vest on a bust form without the coat was quite effective. The accessories—scarfs, ties, hats, gloves, socks, canes and studs were attractively placed. Drapings of blue plush were tastily arranged and softened and enriched the black and white. The trim was arranged and set up by C. W. Balmer.

AN ALL-GREEN HAT WINDOW

"This Coming Spring,
Green Hats are the Thing."

Thus run two signs in an all-green hat window of L. J. Applegath, Toronto, that attracted much attention the first and second weeks of March. The display was a showing of Spring hats and was an expression of the renewed popularity of this color, due, however, to the introduction of a couple of new and darker shades. The green idea was emphasized by the word being used in display letters on the top of each triangular card in green, with a score of different phrases, such as "green is the predominating hue in men's hats this season and these are the latest blacks;" "Green is 'it';" "green becomes any man;" "green again to the front;" "green is the height of fashion;" "green hats are correct," etc. The trim itself is rather of the stocky order, rising by means of benches, with a backward slope. The whole display is rather striking.

FEATURING ONE LINE IS MOST EFFECTIVE

Immediate Impression If One Instead of Several Lines is Shown in Window—Preparing For Unit Trims—Watching Color Question.

STATEMENT FROM H. E. BURDICK, MANAGER OF R. J. TOOKE STORE, 493 ST. CATHERINE STREET, MONTREAL.

IT is questionable whether the same window trim will do the same work this year as it did last year. It is a matter that must be looked into carefully on the approach of Spring, as displays will count for more this year than they have done for a long time.

We have been running specials here in Montreal. It is no use displaying "fine" windows on such occasions. We are located on one of the busiest thoroughfares in Canada, and if we put "fine" windows in at a time like this, people would stop and look at them, pass favorable comments on their appearance, and pass on. It is questionable whether what are called "high-class" windows pay in Montreal at any time, that is, windows such as one sees in some of the best New York houses.

Three Classes of Windows.

I have made a study of special windows, watching the results secured first by high-class trims, then by fuller windows containing a variety of articles, and then by a big feature of one line. Pay checks are biggest and more plentiful when a window, or a section of a window, is given to a particular line—say shirts. This gives a shirt impression immediately, and is more effective by far than a display of several lines, which do not make any particular impression. A fancy display, I believe, has a tendency to frighten rather than to attract, especially the class of people who pass along this street.

Series of Unit Displays.

Most of my life has been spent in the United States, and I have not yet had a full opportunity of determining the effect of good window displays in Canada. It is hard to put them to the test in an off season like this, but I will do so as soon as Summer comes around again. There will be a series of unit displays, each occupying a section of my window. The first will be purple say, with a shirt of that color, a tie to match, a few canes, and a pair of gloves. The next unit will be green. It will have a green shirt, tie, muffler, a waistcoat, greenish canes. Purple and green blend well, so that these sections will look well together.

Another section will contain a black and white unit. The great trouble dealers have to contend with is in getting window trimmers who understand color blending. To be able to do that successfully is two-thirds the battle.

Care in Small Details.

Another fault with good window dressers is their "sloppiness" in small matters. How often is a really nice trim spoiled by a tie lying at the foot of a stand which is covered with dust. Little irregularities like this will seriously offset what is otherwise a good display. There are lots of men whose effects are all right, but who fail every time to tie a good knot. A little care and practice in this direction would add considerable value to their windows.

Keep Colors in Mind in Buying.

It is a good idea when buying ties to try and keep in mind the colors of shirts you have in stock; or vice versa. This will assist your staff in making sales more easily by showing the blending of color. It will also facilitate making neat trims. I never buy more than six colors in a range of ties, falling back on the prominent colors, good shades like brown, two blues, green, a red, a gray and a purple, never going beyond six. If there are seven, I eliminate one of the blues. But blue is by far the best seller. Red can always be considered a little bit off.

Suggestion for shirt and tie trim, surrounded by new French patterns for Spring. Courtesy of A. Sulka & Co., New York.

AGAINST LOW-CUT VEST.

A designer of men's clothes speaking to The Review of the tendency to the lower cut in the vest for Fall carrying out even to a greater extent the tendency for Spring, declared that he personally was opposed to this and he thought that the public would soon turn against this also. His argument was that the high-cut vest gave a man a chance to wear a tie that had some bright color in it, but which was permissible, as very little of it showed above the vest. With the lower cut coming in again, a large proportion of the tie shown—anything that was at all loud in pattern, would of course be too visible and in many cases this would prevent the wearing of the tie at all.

Interior view of the Masse hat store. Note attractive fixtures giving splendid facilities for display and handling goods.

SELLING METHODS OF EXCLUSIVE HAT STORE

No Attempt to Impress a Certain Style on Customers Unless They Ask for Suggestions —Testing Out Popularity Before Buying.

SPECIAL TO MEN'S WEAR REVIEW BY RESIDENT STAFF MAN.

THE firm of R. & A. Masse, 255 St. Catherine St. East, Montreal, have made a good reputation within the past few years as one of the leading hatters of the Canadian metropolis, and certainly the largest in the eastern section of the city. The business was started at the corner of St. Catherine St. and Papineau Ave., in 1904, the lines carried being hats and furs. A move was made to 75 St. Catherine St. in 1906, where they opened up as exclusive hatters. By 1912 their turnover had reached $35,000, which warranted them in moving to larger and better equipped premises, which they now occupy at 255 St. Catherine Street East. Within the past few months they have spent thousands of dollars on new showcases and other handsome equipment. As will be seen from the accompanying photograph, they have succeeded in fitting out one of the most attractive hat stores in the Dominion.

From "Young Men's Trade" to "Exclusive Hatters."

The trade has been built up on the $2.50 hats, and at the first they appealed strongly to the young men's trade. They chose the motto: "Young Men's Trade." It was found, however, that a mistake had been made in confining their efforts particularly to young men, and during the present year the motto was changed to "Exclusive Hatters." The effect was very marked. Instead of securing only young men's trade, it was observed that men of all ages were coming to the store. Thus it will be seen how important it is to have something printed on paper bags, sweats, or in newspaper ads. that will not confine patronage to only one section.

No Attempt to Dictate.

Like any other house, this one has its own way of approaching customers, and business principles which in some ways are unique. Firstly, no attempt is made to tell a customer what shade or shape of hat he should wear. He is given exactly what he asks for. Men often see hats in the window that they think they would like. After trying it on, if it does not suit, suggestion is in order. Or, if a man asks for a blue, he is never told that green is the fashion. Of course, if a man asks what is the correct shape, or the fashionable color, he is told, but no attempt is made to bend his will.

It is interesting to note what this firm are telling their patrons this season. They firmly believe that, with the buttoned jacket which will be worn in Spring, a man will look more dressy with a Derby hat, and wherever possible a customer is induced to take one. This, of course, only in cases where the question is asked: "Shall I wear a soft or a stiff?" Where a man intends wearing an overcoat he is advised to wear a soft hat, and in this connection green is being featured for Spring. Pearl grey is considered better for older men, and will be stronger for young men towards Fall.

(Continued on Page 36)

FLINGING A SUIT FROM THE ROOF

A Simple and Efficient System Used by a Woodstock Men's Wear Store—Quickness in Ascertaining When New Stock is Necessary.

SPECIAL TO MEN'S WEAR REVIEW BY A TRAVELING STAFF WRITER.

THE DOLLAR DAY idea seems to be epidemic. Brantford started it; Woodstock seconded it; Ingersoll followed it up,—and about 167 other towns and cities in Canada. One of the best accounts to which we think it has been turned by any single concern was in the case of the Oak Hall Clothing Company, at their St. Thomas store.

They put on a Dollar Day, and one result was **that the business turned over was sixty dollars better than on the Saturday before Christmas.** That was the direct result. But an equally important though not so definable an outcome was the advertising value which accrued by reason of the initiative of the management in "pulling off" a stunt which, while not entirely new, was a sufficiently novel to the residents of St. Thomas as to attract two thousand people to the Oak Hall Store.

The campaign was carried out methodically and systematically. The daily papers carried ads. of this Dollar Day for a week before. It was set forth that it applied not to all the merchants, as in the case of most Dollar Days, but only to the Oak Hall Store. The advertisements were well written. The man who wrote them knew his business. They had the quality called "punch."

Suits, For One Dollar—At Certain Time.

Then the management got out a circular. It was a most unusual circular, and it was worded and shaped so as to attract attention; in it, all who cared to read were informed that at such and such a time, 8 o'clock p.m. say, a fifteen dollar overcoat would be sold for one dollar. Another line declared that at another certain time a six dollar boy's suit would be sold for one dollar. A third paragraph said that at a third given time a fifteen dollar suit, man's size, would go for one dollar.

These naturally attracted attention. It has been proven again and again that it pays to give something for nothing now and then. A big shoe concern demonstrated this in Toronto a few weeks ago. They sold about a thousand pairs of five and six dollar shoes for one dollar a pair. So great was the crowd that the police had to insist upon the door of the store being shut, while the public was let in in batches of one hundred or thereabouts. The public, there is no doubt, will fall for this sort of stunt. A big dry goods store in Bristol, England, used to open their spring sale year after year by giving away absolutely free a costume worth about forty to forty-five dollars. Persuade the public they are getting something for nothing—and they are yours for the asking. Then you can put your sales over.

The crowning point of this circular that I am discussing, however, was an announcement to the effect that at a certain hour the manager of the Oak Hall Clothing Store **would throw off the roof ONE FIFTEEN DOLLAR MEN'S SUIT, which could be had, free, gratis and for nothing by the lucky person who picked it up.**

2,000 People Went.

The town was covered with these circulars. The papers ran the same matter in ad. form. Everybody knew about it, and the result was that on the evening of the sale, there were about two thousand people in the street outside the store. Not that alone. People did not alone go to watch other people pick up bargains. Lots of them went to get the bargains themselves. The store not only had crowds of people looking at their windows. It had a shop full, too.

The time came for the various articles to go for one dollar. The store was full. The fifteen dollar overcoat went. Someone was lucky. He got a fifteen dollar overcoatcoat for the ridiculously small price of one dollar. Then the boy's suit—a six dollar one—went, also for one dollar. Then the man's suit. The lucky purchasers left the store, and passed through the crowd outside. Everybody stared, and tried to find out if the goods were genuinely worth what had been advertised as their original price. They were. The crowd was duly impressed.

(Continued on Page 31)

USING PAINT.

The Oak Hall Company in St. Thomas have a novel advertising stunt. They paint their notices of sales right across their windows in red and white. This gives them a prominent display, which could not very well be secured by mere strips of paper. The windows are therefore painted as this picture shows, and when the sale is over the paint is removed. The total cost is not above $20.00, and the store figures that the advertisement is quite worth that. An objection to this plan is that the view of the displays inside is somewhat obstructed by the signs.

DRAWING THE BOYS: JACK KNIFE FOR RULER

Gift Presented at Fall Fairs Exchanged for Knife in Store—Valuable Mailing List and New Business—Other Schemes for Boys.

SPECIAL FOR MEN'S WEAR REVIEW BY A TRAVELING STAFF WRITER.

APPEALS to mothers to get their boys' business have been issued by men's wear stores since shortly after the English occupation of Canada; but appeals to the boys direct are a very modern development of the junior end of the haberdashery. These have taken various forms such as personal letters and gifts on their birthdays through the use of a mailing list.

THE BEGG & SHANNON STORE
Extend to you Christmas Greetings.
And Here's Something More.
WE HAVE A CHRISTMAS BOX FOR YOU.
You bring the ruler we gave you at the Fall Fair and this card to our store any day before Christmas and we will have a good pocket knife as a Christmas gift for you.
Yours,
BEGG & SHANNON,

PRIVATE

POST CARD.

One of the latest, and a very effective one, was tried out this last Fall by Begg & Shannon, of Hamilton. It was a double-barreled one, in which both a ruler and a jackknife figured.

When the fall fairs were being held this firm planned to get in outside orders for ready-wear clothing by sending out exhibits with "living" models of men's and boys' clothing and these operate at the fairs. The response in orders, then and later, by the way, was quite encouraging. couraging.

But how to get a boys' mailing list? A book was opened and all boys who signed with their addresses were given a ruler. So far so good: business came from these boys also. The response was stimulated, however, by aiming at a personal visit. A private post card was prepared, one of which is illustrated herewith, extending Christmas greetings and announcing:

And here's something more: we have a Christmas Box for you; you bring the ruler we gave you at the Fall Fair and this card to our store any day before Christmas and we will have a good pocket knife as a Christmas gift for you.

On the reverse side was a picture of the store in black and green.

The thought of that jackknife FREE for the asking was a source of consuming anxiety to the boy: "bring the ruler to our store,"—it meant a visit in person, a personally conducted tour to Begg & Shannon's, and of course the mother had to come too. One lad came in from a distance of 25 miles and got his jackknife. **And most bought clothing at the same time.** That was the real purpose of the ruler-jackknife stunt, besides providing the firm with a valuable mailing list for future announcements.

EXTRA PAIR OF BLOOMERS.

REMEMBER we give two pairs of bloomers with these Xtra Good Suits, $4.95 and up."

That is another plan of Begg and Shannon to build up trade in their boy's wear department. This is the inscription set out prominently on the walls.

It catches the mother's eye, and she nods approval at once. It solves an ever-present problem in the upbringing of children: "how to make the pants last as long as the coat." A very simple matter; get two pair,—a sort of relay system of coming in at least even with the better staying power of the upper garment. It is very often the clinching argument for buying in this store in prefernce to another.

And who pays for the extra bloomers? Is it, like the parcel postage, chalked up to advertising or publicity account? Not at all. The customer pays full price for that extra pair; it is included in the price, as contracts are made for the extra pair with at least 90 per cent. of all the suits the firm buy. It is an advertising-selling scheme that pays its own way and a dividend into the bargain.

CONTEST FOR A LAD'S CAR.

IN order to draw a somewhat reluctant trade various schemes are being tried out to tempt the juveniles to warm up to that state of mind when they adopt the coaxing process. One of the latest is a contest for an automobile, a "lad's car" as it is termed. It is "given absolutely free by the most progressive merchants of ———." The announcements read that it is to be the prize of the winner of the contest put on by the six, eight or a dozen or more merchants, one each being chosen from a number of lines of business.

The basis of the scheme is a coupon: for each purchase of 10 cents, a blue coupon worth 10 votes is given; a yellow one worth 25 votes for 25 cents; a pink one worth 100 votes for a $1 purchase and so on. These coupons are handed out by each store for cash purchases or when back accounts are paid up. The contest lasts 100 days, say from Feb. 15 to May 26, and from time to time the votes are counted and the list of contestants, or the leading ones, published.

The Review came across one newsboy who was located outside a men's clothing store. He had a bundle of coupons, totaling about 3,000 votes, and was spending an hour or two asking every customer who came out for his coupons.

"One boy who hasn't to do any work goes to all the stores a while every day and now he's got 80,000 votes," was the information rather hopelessly vouchsafed.

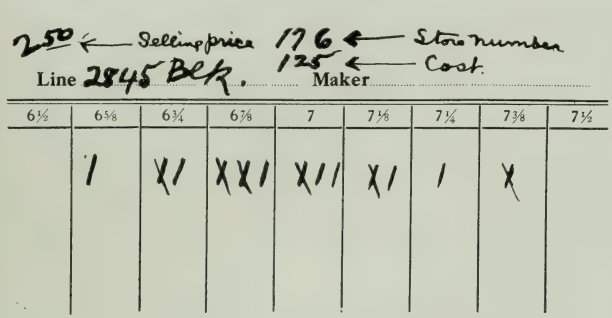
Therein, The Review believes, lies an inherent weakness in this boosting-business scheme. There is only one prize, divided among a number of stores, and scores of boys. If one gets a good lead in the first month or so, it is apt to discourage the rest who have no chance of any "consolation" rewards. It would appear to be more productive of a sustained interest and resulting competition if a number of prizes were offered. Some men's wear stores last Fall went into a piano competition scheme in which there was one prize and one only for each store.

METHOD FOR KEEPING TRACK OF HATS

Each Line Entered As It is Received, on a Separate Card—Marked Off as Each Hat is Sold—Hamilton Store's System.

WRITTEN FOR THE REVIEW BY A TRAVELING STAFF CORRESPONDENT.

MEN'S wear dealers are often inclined to oppose what they call "system" in connection with keeping a record of their stock or sales, on the ground that it becomes too cumbersome when the enthusiasm of the installation of the system wears off, as it frequently does in a very short time. They claim that their stock is limited enough for them to keep track of it without going to the trouble of having a record of what they put into stock, and marking off what is sold from day to day. They say, "It is all very well for the bigger stores, but we do not need it. We can keep our stock in our head."



Type of card used for keeping track of hat stock.

There is, of course, a large measure of truth in this, and it is the better position to take, if the alternative is between the "head" system and a complicated one that would take up more time than it is worth. However, many merchants have devised simple forms which occupy only a few minutes of the day to operate, and have distinct advantages over the lack of system which so many merchants prefer.

For instance, in a clothing store, many of the most successful merchants insist that the only intelligent method for them in their business is to keep a record of every suit sold, so that they will know the exact number that they dispose of in each line during each season, and thus will be in a position to decide just how many they should buy for the following season. It is impossible even for the man who follows his business most closely to remember the number of sales in each line, and particularly so, when care should be taken to distinguish between the suits that are sold at the full price, as originally marked, and those which have to be reduced in order to have the shelves cleared of stock that was depreciating in value as its season waned.

Records taken in a store are useless as mere matters of statistics. Records to be useful must be applied to future business, and this is the use to which clothing men who keep records place the figures which are so easily made up day by day from the sales slips or the tags taken off their goods.

In this article a simple card system is described and illustrated, one in use at A. R. McMichael's, Hamilton, the "Nothing But Hats" store. The illustration indicates how this is worked out.

As soon as a shipment comes in a card is made out for each line of hats, the maker's number being used, e.g., "2845 Black." In the columns for each size a stroke is used for each hat. In the one shown there were one 6⅝, two 6¾, three 6⅞, and so on.

Now, what do the other figures above represent? $2.50 is the selling price; $1.25 the cost price, and 176 the store number for the card as well as for the hat.

How, then is the selling transaction connected up with this card?

Card Number Used in Each Hat.

In each hat is a small label with the number 176, and the price $2.50. When a sale is made the number 176 is attached to the sales slip with the size, e.g. 6⅞, and the card is marked later from this slip, that is one vertical line under 6⅞ is marked out. In this way it is seen that only one 6⅞ hat of this line is left in stock and an order is probably sent in at once if it is a fair seller.

As soon as all the hats marked on this card are sold and struck off, the card is removed from the little cabinet, and with the new shipment of goods a new card with a new number is made out.

The firm started these cards a year or so ago at 1, 2, 3, 4, etc., and went on numbering them consecutively until now they have passed 180. But of this number, of course, most have been filled in and removed, so that only comparatively a few are left at any one time in the drawer. If it is felt by a merchant that the numbers are getting too high, a start could be made at 1 again.

A Guide to Buying.

Not only does this card index show what lines stock is low in at any time, instead of having to open up boxes—many of them empty—or look up the numbers on the hats in the cabinets—but if these cards are studied before each season they furnish valuable guide to future buying. For example last Spring, "I see I sold 6 hats of 2845 black in size 6⅜; 13 in 6⅞ and 14 in 7," and so on. If that line is good again for this season the merchant knows pretty well how many he will need. If a certain line sold very slowly he has an indefinite idea about it, but the card index tells him exactly how many he sold, and how many he had left on his hands.

SEVEN BICYCLES AS PRIZES.

Another plan that promises better, for this reason, was announced early in March by a large clothing store: five of a leading make of bicycles were given away free to the boys of the city who had the most votes, and two more for boys from the country. One would surmise that the idea of the latter scheme was suggested by the former but in one respect at least it appears to be an improvement, especially as "more prizes" were announced in addition to the bicycles.

WHAT THEY ARE WEARING IN LONDON

By "The Lounger"

THERE is a distinct tendency on this side to popularize the double-breasted suit again. This coat has long been an institution with a certain type of Englishman, and is worn considerably here by men about forty whose particular build it suits. You do not run very much on the double-breasted suit across the Atlantic that is, you don't unless you have suddenly altered.

I saw an exceptionally smart model on one of our younger peers the other day. It was in blue serge and inasmuch as the lapel was not one which could be rolled to any button but finished hard and fast at the top one, it is getting back to the double-breasted jacket of a few years ago. I noticed that the lapels, which in a double-breasted coat are bound to be more or less broad, were exceptionally so in the suit which Lord A was wearing, giving an effect of an equilateral triangle to the front of the coat, rather than the isosceles shape which the long rolling lapels have heretofore produced.

The Breast Pocket.

I see that everybody is accepting the breast pocket at last. This was favored by the more elite last season but I think the average Englishman rather barks at it. At any rate it is not half so universal as on your side the water. All the new models have it however, and it finishes the jacket off, I think.

I notice that the whole tendency in suits here is to strict conservatism. The waist is only as pronounced as it need be to ensure a perfectly-fitting garment. Jackets are no longer ultra-waisted. Nor are there cuffs on the sleeves, nor stitching round the lapels and sleeves and pockets. The least tendency towards "fancyism" to coin a word—is repelled by the well-dressed man here this year.

A Parliamentarian's Dress.

I was in the House the other day and saw a particularly attractive dress on Mr. F. E. Smith. "F. E.," red-hot Tory, but bosom crony of Winston Churchill, and sometime Press Censor till a Government man took it over, has always been regarded as a leader in fashions at St. Stephens. He is a tall, young man, easy and graceful of figure. The coat and vest he was wearing were of dark grey cheviot, and the trousers of the regular gray striped pattern, though darker than has been popular here recently. The suit was unbraided, though Mr. Smith likes the braided suit. The coat was cut rather square at the bottom, and the lapel as on the double-breasted reefer I have described was cut hard and fast to the top button. It was not a rolling lapel.

But the feature of the suit which attracted me was the vest. This was cut even lower than we are used to over here and, you know, we don't often run on the high vest and came to the same point as the lapel of the coat. The suit gave the impression of being cut on very smart though conservative lines, and fitted "F. E." beautifully. He wore the very large winged collar which his fellow-master of epigram, "Winnie," has popularized, and a black knitted tie, dear always to the heart of an Englishman. A single pearl was his only ornamentation.

Where is the Ticket Pocket.

I observe, with some surprise, that the ticket pocket is absent from a number of the advance designs which the West End tailors show me. This little pocket, immediately above the bottom right hand pocket, was very useful, and in my opinion necessary to sort of balance the outside breast pocket at the left. I should be sorry to see this pocket go. I suppose many will still continue to wear it. I saw Sir Edward Carson—"the hatchet-faced lawyer"—as someone on the opposite side of politics called him, the other day, striding down the hall. He was wearing a double-breasted coat, and I noticed the ticket pocket was there.

Town is a replica of a militia camp still. Khaki, khaki everywhere. The theatres are full of the boys in brown, officers and men too.

As to the Dinner Jacket.

By-the-by, talking of theatres I notice, with some astonishment, that a lot of men are coming in dinner jackets rather than full dress suits. Indeed I heard a controversy about this at the Garrick Club the other day. It is somewhat surprising, for London, though why on earth a man shouldn't go to the theatre in a dinner jacket I know not. Many of the best people at any rate, are doing so this year.

Apropos this question, the shawl collar effect in the Tuxedo has been a rank failure in town here. What few have had the courage to wear this ugly collar have been severely conscious of it. The old style is far better. It is cut something after the style of a double-breasted coat, although it only has the one set of buttons. But I mean the set of the shoulders and the broad look gives the same effect. The collar, peaked in the manner of the ordinary lounge suit, is of silk, and rolls down to a one-button fastening. The top of the lapel is set well back on the shoulder. This is the dinner jacket for Englishmen ever since dinner jackets were. Variations come, but they have little following.

THE LOUNGER.

The Ontario Clothing Co., has opened a business in the McLean block, corner Montreal Street and the Square, Goderich, Ont.

T. D. O'Connor, merchant tailor, of Gananoque, Ont., is offering a $20 suit for the best advertisement sent in in connection with his business.

WHAT ABOUT "IN-BETWEEN" PRICES?

Exceptional Conditions Will Compel a Change From Fixed Prices or a Lower-Grade Article—Will Retailers Change?

EXCEPTIONAL conditions cannot always be solved by the application of usual methods. This fact is being demonstrated to-day in manufacturing as well as in retailing. High prices for raw material, increases in customs tariffs and in taxes on property to meet extraordinary expenditures or deficits caused by the war are bringing about a state of things in the manufacturing and mercantile world which will undoubtedly cause a modification of long-established rules and customs.

One tendency which seems to call for adjustment is that of adhering to stereotyped pricing systems. Retailers will agree that the public mind has become accustomed to certain prices as bases of values, and insist that they must have article to sell regularly at 25, 50 75 cents or $1. There seems to be no half-way mark. Manufacturers have had to adjust their production accordingly. No matter what the difficulties may be in tariffs, the distribution or the labor-saving problems, or the condition of raw material markets, their values must show a due consideration of these price standards.

While all circumstances would seem to point to an undoing of this hard-and-fast rule, so far as the public is concerned, there still comes the demand for an article to sell at the old prices in spite of any handicap it may impose on honest production.

The custom probably affects the manufacture and retailing of underwear and hosiery more seriously than any others, although it is evident in almost every department that can be mentioned. A manufacturer may be selling a line of underwear for $6.25 per dozen, but may find that owing to unprecedented circumstances he cannot maintain the value of the article and stake his reputation on it for less than $6.50 or $6.75. The merchant protests. His margin on a 75c line has been wiped out. He does not attempt to price the line at 80 or 85 cents. His customers have not been used to that sort of thing. Besides, his competitor might maintain the old price as a leader or advertisement, or find it possible to arrange with another manufacturer. Yet an increase to a price midway of the standards established by custom would enable the manufacturer to produce good, honest values. At the same time the merchant is losing an opportunity to convert his customer on a matter that must reappear from time to time as a nuisance.

Public Ready for Conversion.

The public mind is ready for such conversion. Even the average customer must know that changes are to be expected. Old orders are changing. Certainly the adherence to the custom no more money in the pockets of the merchant, and it imposes a task upon the producers that he cannot possibly meet, in a conscientious way, under present conditions.

Adjusted in England.

The Review is given to understand that in England any market fluctuations in manufacturer's prices are always immediately met by an immediate adjustment of the retailers' prices. There would appear to be no rigid adoption of certain prices and no marked division between them. Values are estimated at fair margins and prices applied accordingly. Of course no inference is here intended that Canadian merchants are getting unfair margins. Such is not the case. The point is that a very difficult task is being imposed upon producers to manipulate materials so as to meet the requirements of fixed prices. It may be that knowledge of quality is not the factor that it should be in this country; that the fixing of the price irrespective of elemental factors is paramount, yet the mercantile interests should guard against any temptation to discourage honest value in goods. Probably there is something in the statement made by a dry goods man of the old school that "There are not now in the business enough men who can tell the actual quality of the goods they buy or who could with conviction pronounce as a fraud, for example, an undergarment that is labeled 'all wool' but which is obviously, according to price, appearance and experienced feel, half wool and half cotton. Hence the importance attached to 'something to sell at a price.'"

The problem may be one that presents itself in all young countries, but the time for a change would appear to have arrived. The Review would welcome expression of opinion from retailers and manufacturers on the subject.

FLINGING A SUIT FROM THE ROOF.

(Continued from page 27.)

The Grand Finale.

Came the time for the grand finale. The manager went up to the roof and took with him, in a parcel, a fifteen dollar suit.

"It was the best suit I had in the store for the money, at that," he said to The Review.

Below him, in the street, was a surging mass of people crowding this way, pushing that way, everybody more or less eager not only to see the fun, but, if it was at all possible, to be in it. There was an eager excitement. Everybody was curious to see what would happen. Wasn't the fact of that crowd outside that store mighty good advertising?

The manager stood on the roof, the parcel in his hand. Then, suddenly, he flung it over into the crowd in the road beneath.

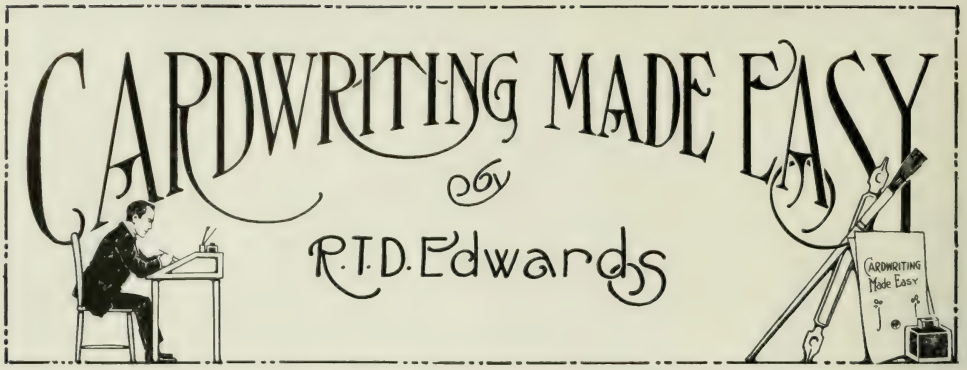
Fought For His Suit.

"The crowd," said the manager, for I finish the story in his own words, "surged this way and that. They jostled and they tumbled and they fought and they scrapped. And I'll tell you the man who finally collared that fifteen dollar suit had certainly earned it. He was torn a trifle, perhaps more than a trifle. But he had the suit, and the crowd at last opened and let him get away."

"And," continued the manager, "we have never had such a good ad. nor done a better business at this store."

The worth of that advertising stunt depended solely upon its sensationalism. The thing was new, daring, exciting. The people, being human, would fall for it, for if there is one instinct that is universal it is the one to race, to fight, or to get ahead. There were scores of people in that crowd who wanted that free suit. And the mangaer of the store knew it and played upon it.

It was an advertising stunt of an original kind. It has been tried in the States and has proved successful. And it proved successful in St. Thomas. If you are going in for sensational business-getting advertising at all, get a stunt like this. It gets the business.



Editorial Note.—The interest shown by readers of The Review in this series on Card Writing by Mr. Edwards has been widespread. The responses are a proof that the title is well chosen. The first article began with detailed directions as to sizes of cardboard, a table to work on, the best pens to use, etc., and followed this up by charts on the drawing of figures and samples of completed price tickets. The second series went on to describe the making of the various letters, with specimens showing different stages in the construction of a card. Exercises and samples of completed work were added. The third article is given below, and the fourth follows in next month's issue on brush work. The Review has made arrangements by which it will have orders from its readers filled without delay for pens, ink, brushes, cards, etc.

CLAIMS have been made, from time to time, by many writers that to be a successful card-writer one must have great speed. This view holds perfectly good when the card-writer is the employee of a large departmental store, and is expected to turn out hundreds of cards daily. But there are many writers in small stores who work card-writing in conjunction with other store work, and would not average more than twenty or thirty cards a day, and in a great many cases not much more than that in a week. With a small amount of work like this it would take years of practice to develop any great degree of speed.

Then, again, I hardly think that speed is a great factor in the small store. In my opinion, it is the last thing for the learner at least to consider. Get the main theory first: how to handle the tools and the proper formations, and the speed will develop in due time.

The lesson this month is a continuation of the one given one month ago. The chart shows the lower case Roman alphabet to match the upper case shown in chart 2 of last month. This is the last of the pen outline work that I will be demonstrating for some time at least, as lesson No. 4 will bring us into brush work. But before any brush lettering is attempted, I want all of you who are following these lessons to perfect yourselves in the pen outline lettering, and if you do this and keep practising faithfully there is no reason at all why you cannot take upon yourselves the responsibility of writing cards for any small store. The best practice that anyone can have is on cards that are going to appear before the public that is, when you put your best foot forward. This method can be used for making showcards while you are mastering brush work in future lessons.

In order to start practice work for the chart in this lesson it must be ruled differently than the previous ones. The others required only the upper and lower guide lines, but this needs two additional ones—one above and one below the main lines, so as to serve as guides for those letters that extend above and below these lines, such as the "B," "J," etc.

Note the five lines at the beginning of the chart. These show the proper spacing to rule for practice or actual card work. Fig. No. 2 gives a good illustration of how to rule the lines so as to get all letters in proportion. Note the measurement of distance between them.

Heavy Blunt Nib.

As in the previous two lessons, this work is all done with a heavy blunt-pointed pen nib, using a good black carbon ink, not necessarily waterproof, but jet black and not thin so as to show up grey. When the pen is new, the ink may not flow properly, but a little use will soon bring it into working order.

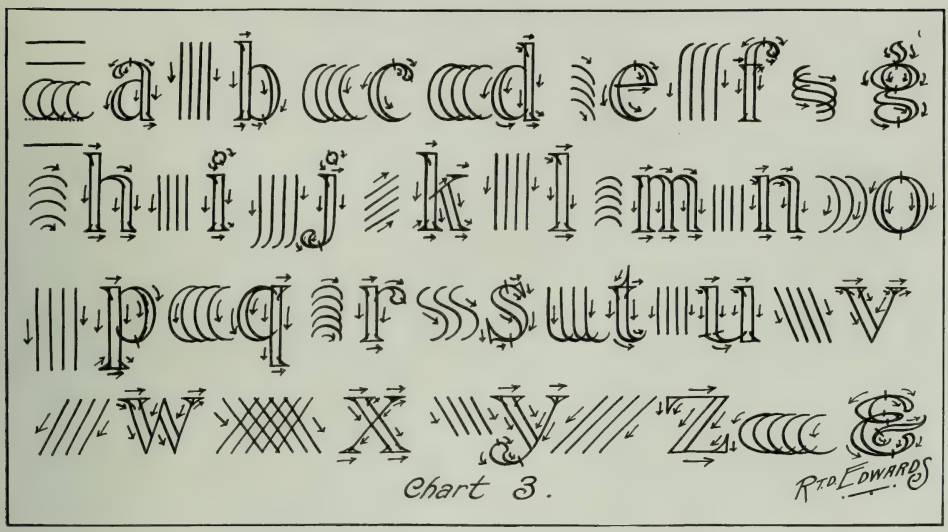
Begin practice as shown in Figure I. This is the first exercise shown on the chart. Every exercise and letter should be practised many times in the same manner.

Right Through the Alphabet.

The upper part of the "A" should not project to the left quite as far as does the lower loop. Parallel lines composed in the formation of so many letters should be practised often, as in the "B." "C" is entirely composed of curved lines. The lower point should be directly over the beginning of the letter. The loop of the "D" possesses the same curve lines as the previous letter.

The "E" also shows strong relations to the formation

Fig. 1.



of the "C." The long lines of the "F" must be curved before coming in contact with the upper guide line.

Letter of Many Curves.

"G," the letter of many curves, should be made until every stroke is perfected. The previous exercise you will find beneficial.

The curved lines of the "H" must be graceful. Practise them often.

The dot over the "I" must be directly above the main body of the letter. The same applies to the "J." The tail of the latter should reach the lower guide line.

Spring Weight Combinations

$2.50

Sample card for spring display.

The lower right-hand spur of the "K" should extend slightly more to the right than does the one above it.

All vertical lines should be at right angles to the guide lines. Care should be taken not to let them have the slightest slant.

Note the letter "L." All the upright strokes of the "M" and "N" should be of equal distance apart. The lower right-hand spurs are only used on the right side of the letter.

Take great care in the forming of the "O" so as to get both sides balanced evenly. The "P" and "Q" both should extend down to the lower guide line. Practise well the curved lines of these two letters.

Tail of the "R."

The tail of the "R" must extend out about two-thirds the height of the letter to be the right proportion.

The top of the "S" is smaller than is the bottom. The curved lines exercise needs to be practised many times before the letter can be properly formed.

In the "T" the two down lines and curves can be made by one stroke, as the preceding exercise shows.

The "U" is different to the "T" in this respect. In order to get the bottom curves the right swing, stop the down lines about one-eighth of an inch above the guide line, and from this point curve the stroke downwards, touching the guide line and meeting the right-hand upright the same distance above the guide line as where the curve started.

The "V" and "W" constitute lines of the same nature. The main point in the "W" is to get both the angles the same.

The exercise preceding the "X" is excellent practice.

"Y" is Difficult.

The right-hand down stroke of the "Y" must be practised often, taking care to join the tail on to it so as to make it appear graceful.

The spurs of the "Z" should not project out any farther than do the other points of the letter.

You will notice many little cross-bars on the curved

Continued on page 58.

HOW CANADIAN MEN DRESS

A Sketchy Review of the Press Practices of Prominent Canadians Compared With Englishmen Similarly Placed.

WRITTEN FOR MEN'S WEAR REVIEW BY HUGH S. EAYRS.

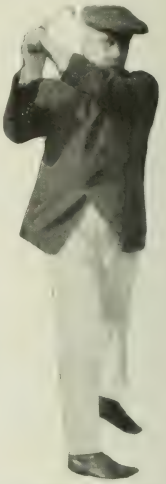
Sir Wilfrid Laurier is a correct dresser. He has been referred to as a "symphony in gray."

SOME proverbs are painfully incomplete. "Clothes do not make the man" how often is that remark hurled at the callow youth who chooses to spend his money in an attempt to look well. What an unnecessary observation! Of course clothes don't make the man, but then, neither does the food he eats, nor the books he reads nor any single influence altogether! It is the combination of forces which makes or mars. And while clothes do not make the man, they certainly do go part way. The well-dressed man in this year of our Lord one thousand nine hundred and fifteen starts with a distinct advantage over his fellow who frankly "don't care a hang." Clothes are externals, but they are, in some sort, an index to the man inside.

Clothes are an undoubted asset in business. The neat man gets a position quicker, wins the confidence of customers more surely and holds a higher place in the esteem of associates and competitors alike.

Clothes used to be more a matter of nationality. You could tell a Britisher by his preference for tweeds; a Frenchman by his braided coat; an American by his padded shoulders. Year by year we are getting away from that relationship. Clothes are becoming more and more cosmopolitan; a matter of like or dislike, of prejudice or prepossession. And yet, with this trend towards wearing what each man wants to wear has come, in the early years of this twentieth century, the tendency to conform towards regularity and convention in dress. We do wear what we want to wear nowadays rather than some distinctive style of garb which would stamp us immediately for a Britisher, an American or a Continental, but we only dare to want to wear what will conform with certain none too broad limitations of a vague thing we call fashion.

It has ever been a popular pose with malevolent masculinity to snort at the changeableness of women so far as their taste in dress is concerned. There is a fashion in poses, too, and superiority is never out of fashion. Men are frankly "superior" when they descant in their clubs to their confreres or in their own homes to their women-folk on the subject of the latter's dress. The good lady happens to see a gown which she likes, and she immediately orders one like it. It may be that it does not suit her lord and master—if such an appellation is not too far-fetched for the matrimonial viewpoint of the American continent. Apart from the question of price, the lord and master likes if not. It is too daring, possibly, or possibly not daring enough. Husbands' tastes in their wives' clothes are as multifarious as the colors of a spectrum. It is too frumpy, or it makes her too youthful. Anyway, the lord and master does not like it, and will Cynthia please consult him before she goes shopping again?



Sir Robert Borden disregards the standards of golfing dress by appearing in white flannels and blue serge coat.

And yet, it is a nice point whether the boot is not on the other foot. If originality is to be prized above rubies, and initiative above many precious stones, who is worth most, so far as dress is concerned—the average man or the average woman? We cannot imagine one of our business or political leaders rejoicing in clothes which would suit the real ego in him best. Imagine Sir Donald Mann transacting the affairs of his railroad in the easy-to-wear costume of the Westerner that is actually most fitted to his temperament. In days of old when knights were bold, they were knightly in garb as well as in disposition. Sir Galahad was Sir Galahad to look at as well as in character. Those were the times when to follow the giddy multitude—or "muddy giltitude" as Sydney Smith put it—was not a matter of the first importance. A man dared to dress as he wanted, without much regard to how the rest of the community appeared. So the fool had his cap and bells—the outward semblance of the inner ego. The scribe looked a scribe; the gentlemen of the cloth could be mistaken for no other; the soldier was always a soldier. Yet I may see Harry Lauder dressed for the greater part of his days in a lounge suit, much after the style which I myself affect, with no suggestion of bells (though there is a weird type of headgear that Harry would call a cap). And when I glimpse Sir William Meredith I am hard put to it—if I am a stranger—to tell whether he is a scribe or a farmer. The jolly person clothed in a light check suit and with an up-to-the-minute hat and a scarf that can be heard for some distance, who sits

P. C. Larkin, of Toronto, always wears morning coat and silk hat to business, rivaling the immaculate English stockbroker.

next to me at the baseball match is a parson; yet he might have been a frequenter of the race tracks. We shrink from publicity in this regard; our forbears shrieked for it.

II.

To the left R. B. Bennett, who ranks high at Ottawa sartorially. To the right "Barney" Hepburn.

THIS tendency towards conventionality in dress is more noticeable in Canada than in England. The daring dresser is not present in large numbers in the Dominion. This is evidenced first of all by the striking similarity of men in dress, even though the fashions change fairly rapidly. We walk up an down the streets of our big cities and look at the business men, for instance. One after another, man after man, they are hatted and suited and overcoated and booted in essentially the same way. Details are different, But the main items of dress and the main lines of these items are followed by a very high percentage of our men folk. A new style of sack suit comes in; within a few months the great majority of the comfortably-off men—and some, be it said, that are not comfortably-off—wear that style of sack suit. It may be that the new style has a long roll collar, a pronounced waist and two buttons. It stands to reason that that model cannot be adapted for every sort of dresser. Possibly the fashion for a year or two previously was a short lapel; three buttons; broad bulky shoulders. Yet men change from the old to the new with little regard—in most cases—to whether the new will suit their own particular person as well as the old. The number of suits sold in Canada per annum is proportionately. per man, much greater than the number sold in England. Canadians follow the dictates of fashion more readily and certainly more quickly in Toronto and Montreal and Winnipeg than in London and Manchester and Newcastle.

There is a reason for this. Most men in Canada buy a suit at a stated time in the year. A man will buy a spring suit—in the spring; a summer suit—in the summer; and a fall suit—in the fall. The thing is orderly, regular, systematic. And the tailors lay their plans accordingly. In England this is not altogether the case A man buys a suit, when it suits him (if the play on words be permissible). He suddenly overhauls his wardrobe one day and decides he hasn't got a good suit, or, more often, his wife badgers the life out of him with plaint that he is shabby, and he goes to his tailor and orders a new suit. Then he wears that till his better half once more starts on the warpath. The consequence is that the average English street will display as many conceivable styles of suit—worn by men of the business and middle classes—as a second-hand store in the neighborhood of York street, Toronto. There again is the question of originality. The very fact—and it is a fact—that Canadians buy their new clothes at stated and periodic times while the Englishman buys haphazardly has the effect of making the Canadian more or less stereotyped, while the Englishman is more likely to be dressed in what suits him, whether it is a 1915 style, or whether it was first conceived in 1900.

When one asks the question, "How Do Canadian Men Dress?" the supplementary query instantly comes to one's mind—"compared with whom?" Well, compared with the Englishman, for example. This, of necessity, is very largely a matter of viewpoint; it depends upon who asks the question. Perhaps it is fair to say that while the Canadian is not dressed better than the Englishman, he is certainly clothed better. Canada, while it recks nothing of smartness in dress—and I shall try to show the reasons for this—certainly looks much better in the matter of dress than England. The fact is that warm, well-made, comfortable clothes are more universal among our menfolk than they are in England. We have no Bond street Johnny here (except such as we have imported; they do not thrive in the Canadian climate) and we have no class here which is dressed with punctilious smartness and with scrupulous regard to a fashion plate in every detail. There are few men in Canada who look as if they had just been turned out of a band-box. But the rank and file is much better dressed than the English rank and file. When you walk through a public park on Sunday, or when you glance at the men and women riding in our street cars in the evening you cannot tell what walk of life they are in. The bricklayer wears his fifteen or twenty-dollar suit, and looks as well in it as the banker does in his.

In England, the laborer by day is, at night, still the laborer. When he does put on a better suit, he is obviously uncomfortable, and his suit is very generally a cheap shoddy, costing, at a liberal estimate, thirty shillings. The middle-class men of England are not as well clothed as the middle-class men of this country. Why, I don't quite know, except that it is axiomatic that, broadly speaking, the middle classes in England are spending most of their days in a fight to keep up appearances. It is not a question of whether they keep up with the styles; it is rather that they cannot afford to do so. This, of course, refers to the poorer people and the average middle-class people in England. For when we set out to compare the dress of England with the dress of this country we are really touching the fringe of a much weightier question—the economies of the Canadian compared with those of the Englishman.

Hon. Dr. Beland, a former member of the Laurier cabinet, now held a prisoner by the Germans in Belgium. Dr. Beland is typical sartorially of the French-Canadian members of the House.

III.

ON the other hand Canada is not a smartly dressed country. Here again we come to a matter of viewpoint, but, as in the last section I took the Canadian outlook, in this I am taking the Englishman's. There are certain unwritten laws of the art of dress that the Englishman finds conspicuous by their absence in Canada. Says he, when he goes, resplendent in his dinner jacket or his full dress, to see Sothern and Marlowe playing in Shakespeare: "Where are all the dress suits?" It is in-

conceivable to him that a dollar seat at a theatre should be filled by a man in a lounge suit. The theatre to the Englishman is a formality. It is an occasion. It is a social engagement. That he should go and see the play, sitting in a fauteuil or dress circle seat, much less a box, in a lounge suit, is frankly impossible—in England. Yet in Canada he does not care a rap, for the simple reason that Canadians do not care a rap. The fundamental fact about it is that the Canadian goes to the theatre to amuse himself. The Englishman goes because it is a social engagement. The average bank clerk in London will exist on beer and cheese for lunch for a week in order to appear with immaculate dress shirt, pomaded hair, and general "Well, rathah" air at the Playhouse or the Prince of Wales' on Saturday night.

Much the same reason lies behind the fact that we have few families in Canada who dress for dinner at night. In England, we have many; in this country men do not look upon dinner as a "social engagement." Why on earth it should be a social engagement for a man to meet his wife and family at dinner every evening is a mystery to the Canadian. He flatly refuses to get himself up in stiff-and-starch majesty for the very ordinary task of consuming a dinner. He attends his dining table to eat. There is nothing formal or ceremonial about that.

I said just now that we have few men in Canada who look as though they had always just been turned out of a band-box. That is an index to our whole scheme of social ethics. The fact is we have no "band-box" class, as yet. We do not see the smartness of the Piccadilly Johnny bearing down on us, somewhat overpoweringly, between ten and eleven each morning. Our streets are too full of men on business bound to permit walking space for what small boys in England refer to as the "nut." The British nut, when he comes to Canada, retires into his shell, and we have no Made-in-Canada products, for which the saints be praised! Canada is pre-eminently a business country. We have no lounging class. The sons of our great ones, taking them all in all, work as hard as the clerks in their father's offices. They do not run round Rosedale in Toronto or Westmount in Montreal at the fashionable hour with a bouquet in one hand, and the other poised gracefully, ready at the appointed moment to sweep off an immaculate silk hat in the latest hat-raising manner directed by fashion. Instead, they are at their desks or travelling through the country, bringing grist to the business mill. That is what the days are for - not lady-killing. In this country to rich and poor alike, "life is real, life is earnest." In Britain that applies to most classes, but not to all. Well, the man to whom life is earnest is too busy to bother with ultra-smartness in dress. He can afford to leave that to the habitue of Rotten Row. Being a fashion-plate well, for people who like that sort of thing it is the sort of thing they like, but it is a small ambition.

On the other hand there is a danger of our being a trifle indifferent on the question of well-dressedness. While ultra-smartness is not for the business man, smartness is an asset not lightly to be valued. It carries much weight. It is safe to say that it carries much more weight in Canada than it does in England. Men are much better dressed when attending to business in this country than are the business men over the water. And it is here that the Canadian proves his wisdom. I said in an earlier section that we are not fond of being distinctive. Here is the justification; the flashy-dressed business man finds his very distinctiveness a handicap. Observe, as you go up and down, the number of plain blue or dark grey suits worn by our men-folk. They are quiet, unobtrusive, yet always eminently tasteful. Moreover, a quiet dress is the dress for business. A man does not wear a blue serge business suit to go and shoot grouse in. Then why wear a tweed sporting suit in the office? If the first proposition is wrong, it is good Euclid to suppose the corollary wrong also. There would be as much sense in playing golf in a stiff hat as there is in calling on merchants in a cap which is a cross between a checker-board and a counterpane.

(Continued in next issue.)

SELLING METHODS OF EXCLUSIVE HAT STORE.

(Continued from page 26.)

In case a customer tries on a hat to which he has taken a fancy, and the hat does not suit him, he is told about it. If he pays no attention to this advice, he is allowed to take any shape he likes, but is warned that if he is not satisfied later, the fault is his own. Admonition often runs thus: "If you take our advice, you do not need a mirror. We never bluff anybody."

Testing Sales Before Buying Largely.

At the opening of the season, say in February, a dozen hats of each shape are ordered, and these tried out in the store. The shape which seems to be in biggest demand is bought heavily, and the others are more or less cut out. They make it a custom never to show hats without knowing if they are good, and this is the way they determine. Once the season's shape has been decided upon, they order a family set—that is, small, medium, and large, so that they have shapes to suit almost every head. Literature is then secured from the manufacturer, and from this is cut a good-sized picture of the new model being worn. This is pasted on the top of a silent salesman, on the inside, so that when a customer asks for an idea of the shape being worn, his attention is drawn to this picture.

A touch of color is given to the display windows by artificial flowers, which are always in season. Some years ago, a customer had evidently noticed these flowers, and in directing a person to the store had told him "to go along St. Catherine street until he came to a hat store with flowers in the window." Since then there have always been flowers in the window.

Special attention is paid to price cards. These are specially written, and cost the firm 50c. each. Each week there is a new style hat in the window, and the ticket gives the number.

After being in the window a week, the card is placed in a special brass frame at the rear of the store, and another style card is placed in the window. It is noticed that customers come into the store with a look of doubt on their faces as to what they want. On seeing the card at the rear, their faces lighten up, for there is the style number they had seen in the window on the previous week.

Special Lighting of Store.

One of the most striking features of this store is the artificial lighting. Here is a house which believes that poor illumination is poor economy. They are always looking for something new in this direction, and they do not wait for the neighbors to make the test; the neighbors come to them for reports on electric lamps. At present they are using the new nitrogen lamp, which is the best illumination they declare, they have come across yet, this lamp giving hats their proper shade. They express the opinion that the old incandescent lamp gave their hats a brown shade.

In the basement there is a workshop, where alterations are made, any of the clerks can block a hat in any shape required; can put on a new sweat band or a new bow.

PARABLE OF THE ILL-FITTING SUIT

ONCE upon a time there was a men's wear store which sold very exclusive links of men's wear. It was a store which featured up-to-the-minute dress for men, from shirts and overcoats down to collar buttons. So far as the clothing was concerned, it was ready-to-wear, not to-measure clothing.

One day a young man was standing outside the store and a certain suit in the window attracted his attention. So he put his hand in his pocket and then he put his hand to his brow. And he tried to figure whether he could afford an $18 *suit or not. First he decided he couldn't, then he thought he could. Then he said to himself, "No, I must economize. I can't afford it." But he finally ended up by walking into the store. All of which, through a disgression, proves the value of attractive window-dressing.*

The salesman stepped up.

"I want that $18 *suit in the window," said the young man.*

The salesman got it out and tried the coat and vest on the young man. The young man surveyed himself in the mirror and communicated to the salesman that it was "Some swell suit." (This is Americanese.)

The salesman looked it over and thought it was a good suit, but he noticed the vest did not fit particularly well across the chest. He wondered whether he should tell the young man so, or not. He decided—not. He had shrugged his mental shoulders and said to himself: "Oh, we don't want the bother of fussing with any alterations. If the fellow doesn't see that the suit does not fit him as well as it might, it isn't up to me to tell him so!" Which proves that the salesman was a sophist.

So the young man paid for the suit and arranged to have it sent home, and left the store in a state of mind which he would doubtless describe as being "tickled to death." When he got home the suit was awaiting him, and he tries it on and performed a sort of mannequin parade across the parlor floor.

"Isn't it swell"? he said to the others.

"Well, it would be if it fitted you across the chest," said his father.

And, "It seems to me that those pants are a couple of inches too long," said his sister.

The young man said: "Well, why didn't that salesman tell me so? He saw the coat and vest on me, and he made out to measure me and said the pants were the right length!"

And he grumbled away, his admiration for the suit he had declared "Some swell suit" very much toned down.

"I shall send it back and have it altered," he said, "But apart from that if that salesman isn't decent enough to do without selling me a pig in a poke, I won't buy anything else at his store."

And he did not.

II.

Now it came to pass that another young man was walking down the street when his attention was attracted by a suit in a men's wear store window. He stopped, and flattened his nose against the window pane.

"Gee!" he said (This is recognized as the proper way to express surprise and fervour) "that certainly is a peach."

Well, the young man went in and told the salesman he wanted to buy that $18 *suit in the window. So the salesman got it out and tried the coat and vest on the young man. And the young man surveyed himself in the mirror this way and that. And he said: "Well, that suit certainly looks pretty nice on me."*

The salesman looked at the young man. He said, "Well, it does, but it doesn't quite fit you across the chest there. Seems to sag a little from the shoulders. It's a little loose, a little large. We can alter that, though, and would be glad to do so. Now how about the pants? Better let me measure you and see if they are the right length."

So the salesman measured the young man and found that the pants were a full inch too long. So he told the young man so, adding that he would be glad, of course, to alter the pants to the right length.

"Better have it right, sir," he said to the young man. "It's no good to buy a good suit and have the effect spoiled by the thing not fitting you. We'll have those two alterations made and let you have the suit to-morrow morning."

So the young man bought the suit and went home pleased with himself. Next day the suit came home and the young man put it on and appeared in all his glory before the family.

"Well, that certainly looks well on you," said his father.

And: "Yes, fits like the paper on the wall," said his sister.

"Yes, it's a splendid fit," replied the young man, "and it's all because that salesman bothered to measure me and spend some time in showing me that it needed altering.. I shall certainly go to that store again."

And he did.

And the moral of this parable, my men's-wear friend, is that being thorough gets the business every time. *H. S. E.*

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY — 135-137 University Av TORONTO CAN

Vol. V. TORONTO, APRIL 1915 No. 3

A MATTER OF SERVICE TO ALL.

WELL, here we are, now full fledged, cut adrift from the protecting arms of Dry Goods Review, a trade paper for men's stores, and the men's wear departments all over Canada.

We are out in a new dress, on heavy coated paper that will set off illustrations to the best advantage.

The editorial contents have been supplemented by New York and London letters dealing in men's wear, advance ideas for Canadian men's furnishers to keep in mind along the lines upon which this country is influenced more or less by the reception accorded the multitude of novelties across the ocean and across the line—novelties that come and go, often leaving dead stocks in their trail—for the unfortunate, who held on too long. It will be the effort of Men's Wear Review to guide its readers by first-hand information that will be of profit to retailers here in their buying.

Illustrations of seasonable trims will be provided with a liberal hand: the best in Canada with some of New York's best and descriptive articles will accompany them all.

The field of advanced styles, in all departments, clothing, hats, ties, shirts, knit goods, and accessories generally will be covered thoroughly in good time for the buyer.

But beyond all these departments there will be the additional and quite as valuable science provided of bringing before our readers the experiences of successful men's wear dealers, showing the methods that were the basis of their success. The full editorial staff of the MacLean organization is at the disposal of Men's Wear Review along this important line, and the results cannot fail to be of great value to all who deal in men's wear.

The aim of Men's Wear Review in its new series is to provide Service in fuller measure than has ever been attempted before in the men's wear field in Canada; service in selling as well as in buying; service to the clerk as well as to the proprietor; service to the window trimmer and the ad.-writer as well as to the salesman behind the counter.

TIME FOR "IN-BETWEEN" PRICES?

THERE have been rumblings for several years past as to the growing necessity for breaking away from fixed prices to the public, and the enforcement of "in-between" prices, such as 30 or 35 cents, 60 cents, and so forth. The argument of the manufacturer has been that added costs in material, labor, etc., forced a curtailment of quality, if the selling price was to remain stationary. What other outlet had they? The reply of the retailer has been that the public were used to 25 and 50 cents and $1 and would think they were being cheated if prices were marked up. And there it see-sawed, makers assimilating advances in manufactures by cutting down on weight or size or quality generally.

How far can this go? The question must soon be faced. If in silence by the retailer the manufacturer will shrug his shoulders and debase the article once more. Wool is up, and duty is up, hosiery and underwear must go up in price, and down in their essential values. So with clothing, gloves, etc. It looks a simple solution—for "the public always pays the cost."

And yet, is it so simple, or so obvious a solution? Will the end not come, some time, to degrading the quality of goods that are, tacitly at least, recommended by us to our customers? Or will it pay us to sell goods we cannot recommend? Are we not almost unconsciously falling away from the position we all acclaim, where our guarantee goes with the purchase of every article in our shop? Do we not run the risk of losing the confidence of the public we have won to deal with us—the proudest and most valuable of our assets?

Why bring this up now? may be the question. Simply because now is the best time in the last quarter of a century for making the change. It needs no argument, no proof now: the public has seen too many proofs of inevitable increases along other lines to require any reasons for advances in men's wear. They have met them with a show of cheerfulness or at least grim resignation elsewhere; why not in men's wear stores?

Perhaps 35-cent cashmere hose displacing 25-cent next Fall may force a change in one line. We have always said men would not stand for "in-between" prices. Have we ever tried to reason with them; given them better goods for the higher price; and tested their common sense?

Thirty-five-cent cashmere hosiery may be the opening of a missionary campaign.

READY FOR THE NEWEST LINES.

THE old-time policy of buying heavily in advance promises, happily, to be discarded not only through necessity but as a matter of principle. Men's wear stores have been hit too hard in several well-known instances the last year or so not to take the lesson to heart. It is the only safe method in merchandising; the simplest method to keep stocks clean outside of useless and profit-killing sales; the only method for being ready at all times to take advantage of a late novelty line that instinct tells you will be a "go."

In the long run, it will be by far the best, too, for the manufacturer, for practices that provide a safety-valve against heavy losses and failures in the retail trade will ensure the makers a larger and more permanent market with few losses and sure pay. It needs adaptation, but the gain is worth it all.

EDITORIAL NOTES.

WAS IT "TIPPERARY" that set green in the lead of soft hats for Spring?

THE PLEATED (MUSHROOM) shirt's death has brought forward the pleated silk vest for evening wear.

THE STIFF HAT HAS NOT yet found its old secure resting place, and has at least a six months' period of probation awaiting it.

SUITS & OVERCOATS

IN the Spring the young man's fancy lightly turns to thoughts of—clothes. At any rate that is the assumption, and manufacturers having done their part, the rest lies with the retailer. Spring stuff and Summer suits too, are being featured in stores now, and some ideas on what well-dressed men will wear may be opportune.

There is practically uniformity in the matter. Apparently there is not to be the plethora of styles that we have known other years—at any rate, not in as large a degree. Right here it might be well to give our own view on the popularity or otherwise of the linen and cotton and silk suits which American men's wear people prophesy will be pretty generally worn over the line this Summer. We have seen several of these suits; have featured them in our columns, and this number contains a photograph of one as a cover. We don't think, however, that they will have any very great run in Canada. The reason is that we have a comparatively short Summer. At the most, we don't have more than fourteen or fifteen weeks, sometimes not always that much. This climate is not like that of Palm Beach, nor Florida nor San Diego. We sit and shiver for some time after they are running around in light and airy clothes at those places, and we commence to sit and shiver again weeks before they do. That is the first reason why cotton and linen suits won't be universalized.

Only a Few Will Wear Them.

It has been tried before. It was last season, for instance. Several stores featured these light-weight suits, but only a few men wore them, and that few constitutes the class that can afford ten suits if they want them. They can afford to buy a suit for the very hot weather, which must be discarded in favor of the heavier cloths even before the Summer is through. Probably some of us will follow the Americans and wear these fabric suits. But not many. We do not advise the retailers to stock them in quantities. They won't go—for the average man, and this year, least of all years, retailers do not want to be left with stocks of lines on their hands which they cannot sell.

A SUMMER MODEL.

Some Fashion Hints.

Greys are likely to be again the leader, and the design will most likely be in black and white checks — or black and grey checks, perhaps, is better. We show one model on this page of a type which we think will have a good run. The style is a one-button sack. The lapels, long as of yore, roll down in very graceful lines to this single-button fastening. There are no cuffs on the sleeves. There is no lapel on the vest, either. This is a point which manufacturers apparently differ over. Some suits we have seen for Spring still show the lapel, either in soft roll or hard. But generally speaking, we think the predilection is in favor of no lapel on the vest.

No Cuffs on Summer Suits?

The vest, you will observe, is cut high, but not too high. There are no cuffs of any sort on the sleeve, though there are, on this particular suit, on the pants. This again may not be general. Several manufacturers say that, for Summer suits more than their Fall stuff, the cuff on the trousers is not being featured at all. This, of course, is a matter of taste. I noticed some very smart models in New York which have no cuff.

Greens, light greens chiefly, will have a good run, and fawns or sand cloths may take well. Some manufacturers are preparing them, though I doubt whether the public will take them up on it. Two years ago fawn was tried,—in Norfolk style, if I remember rightly—but met with little success.

It is improbable that the shorter and more squat lapel will find very much representation until the Fall comes along. It may do then, but for Summer we are inclined to think that the long roll, giving the effect of slimness and additional height, is the thing. The bottom of the coat will not be cut away as much as former-

(Continued on page 48.)

An attractive one-button sack which indicates the trend for Spring and Summer wear is this grey check shown by Mr. H. A. Irving, the Toronto representative of Individuality Clothes. The long, easy-looking roll still holds sway. The patch pockets, so suited to light suits, are deeper than usual. The lapel has disappeared from the vest.

TENDENCIES IN FALL SUITS

Single and Two-Button Sacks With Broad Lapels — More Closely Fitting — Many Slashed Pockets—Checks the Leader.

NEW MODEL FOR FALL

This is a young man's 2-button sack suit built on close-fitting lines, narrow shoulders and trousers, cuffs on trousers, wide lapels, long collar, pockets with circular effect. Double-breasted vest with 3 buttons; lower cut, long pointed ends. Shown by Cook Bros. & Allen. Drawn by Men's Wear Review artist.

THE advance suggestions for next Fall, in the matter of suits, are singularly barren of either distinct novelty or even change from what we have seen this Winter. That is, broadly. There are one or two minor changes.

There will be a big run on worsteds, not tweeds, next Fall. Checks, in all sorts of colors and all kinds of devices, are going to be a leader—one might say, the leader. Greys in stripes will have their usual vogue. Greens and some olives will appeal to the taste of others. Browns will not be featured as much this year, though doubtless a number of men will go for them. It is easy enough to prophesy for next Fall, but it isn't easy to get the public to come into line.

Blue will have its usual large number of adherents. There is some tendency, by-the-bye, to run on patterned blues: blues with stripes, blues in checks, and the like.

Will Broad Lapel Live?

There is going to be a struggle in Canada, starting this Spring, and going on through the Summer to the Fall, for the life of the broad lapel. We understand from several Canadian manufacturers that they are going to make this broad lapel the big feature of their Fall suits.

But we hear from several retailers that there has been a good deal of opposition on the part of Mr. Average Man against this suit. It has been featured very heavily in the United States, and is being worn a good deal by men over there, although hundreds of men cling to the long, sweeping, graceful lapel that we have known. And nobody could accuse this new lapel, short and squat as it is, of being graceful.

It is set far back on the coat and comes to a higher point on the front of the coat. Hence this lapel more or less necessitates three buttons and that is a difficult thing to combine with the sharply-waisted suit

It will be interesting to see how this style of suit sells. You can't afford to prognosticate because you can't bank on the vagaries of a man with regard to his clothes, and it may be that this suit will be very widely taken up. Certainly the manufacturers are willing to bank on it, and are making a lot of suits to this pattern.

The Long Lapel, Too.

One-button and two-button sacks, largely upon this season's lines, are to be featured next Fall, too. These differ very little from those we have been wearing for a couple of seasons, unless it may be that the one-button sack is more featured than the two-button. Manufacturers are making a lot of one-button sacks this year.

We saw one model which attracted us. It was a single-button sack built upon very graceful lines. The lapels swept down, converging about where the button was, and breaking away ever so slightly at the bottom of the coat. The shoulders were natural, and the whole effect was that of height and slimness and grace.

A particular feature of this suit was the slashed pockets set at an angle quite acute. Manufacturers tell us that they are running quite a lot on this kind of pocket this year. They had considerable run in England

Continued on page 42.

LOOSER OVERCOATS FOR NEXT FALL

Kimona Coat of Wider Skirt That Many Claim Will Replace Balmacaan — Belts Disappearing—No Cuff.

THE whole tendency in overcoats for next Fall, if not winter, will be towards looser coats. Manufacturers seem to agree that it is time to get away from the military style of close-fitting overcoat and evolve coats that have lots of room. For some two or three seasons the predominating style in overcoats has been along the line of tight, close-fitting coats. Loose coats have not had much showing for some time now. It is time the pendulum swung the other way. If variety is the spice of clothes, we are going to see some spice this year.

This idea of looseness is being followed out largely in the models which The Review was able to see for next Fall and Winter. All of these give lots of play to the shoulders and the arms. Indeed, the sleeves of several models which The Review was shown were big enough to allow more than one arm.

But while the predominating feature in most of the new overcoats for Fall and Winter is roominess, the actual ulster or greatcoat is not being very much shown. In no style book which The Review was able to see was there any suggestion of the ulster or blanket coats, as we have known them, although there is a coat shown as a kimona or blanket coat. This is, however, very far removed from the old ulster of renown. The chief feature of this somewhat remarkable coat is the extensive sleeve, coming down from the shoulder. The coat, by the by, is supposed to take the place of the balmacaan, which most manufacturers seem to think is dead and buried, notwithstanding the view of another authority contributed in the last number of The Review.

Kimona vs. Balmacaan.

The kimona or blanket coat, however, differs from the balmacaan in this way. Instead of having a collar cut closely to the coat, it has pretty deep lapels in the ordinary raglan or Chesterfield shape and wide as the skirt of the balmacaan coat was, the skirt of the kimona coat is wider still. In fact, the whole idea of this kimona overcoat is the blanket idea—hence its other name—blanket overcoat. It is intended by the manufacturer that the man who wears this coat shall have lots of wrapping. The kimona overcoat is more of a blanket really than it is a coat. The skirt must be several yards in extent.

Tendency to Shorter Coats.

There is a distinct tendency towards shortness in overcoats. For the Fall and Winter the advance models we have seen are not very much lower than the knee and in some cases not even as low as that. The double-breasted coat seems to be very much favored again. The single-breasted overcoat was revived last season. The velvet collar in all sorts of colors is very strong. Black, however, remains the predominating color.

The belts have almost entirely disappeared. This possibly is not too soon. We have had belts on our overcoats for several seasons now. They are pretty generally being associated with the idea of a tight-fitting military coat. Only in one or two lines is this belt shown this year. The general class of coats is along an unwaisted, rather than a waisted, style.

The cuff on the coat is not to be worn. This indicates that there is a stronger feeling than ever that the overcoats from now on, for this season at any rate, should be

NEW OVERCOAT FOR FALL

A type of the new kimona coat which many manufacturers prophesy will be the leader for Fall wear. The very deep and roomy sleeve is the kimona effect. The coat is single-breasted and the lapels, which are very wide, are not rolled, but flat. Shown by E. G. Huchhorn & Co.

a good deal plainer. This, of course, so far as the man in the street is concerned, is a matter of taste and we should not be surprised if some return very early in the season to the old cuff on the sleeve. It is exceptionally handy and certainly gives some little finish to an overcoat.

Stitching Around the Edge.

One new thing I noticed about several of these overcoats for Fall is that there is stitching round the edge. This is a British fashion and was very popular there for several years. It came over here two years ago and met with but little success. It is being tried again next Fall.

There are very few Raglan shoulders shown. The straight-cut shoulder is by far the most popular.

Color Notes.

Now as to color. Browns seem to be the great favorites. These are chiefly in fairly dark shades, although I notice there is very little chocolate featured. Grays too are having a very large representation and in these are tweeds or blanket cloth, which is particularly attractive. The gray overcoat indicates conservatism. The flashy green and even the blue which has been so popular for the last two years finds little showing again for Fall. Gray like black, is regarded as a color which most men can wear, and do wear, and for that reason it will probably have a fairly large sale.

Triangular Lapel.

We notice in one or two advance fall models there is a tendency to repeat what we may call "the triangular lapel," which is a feature of the new Fall and Winter suits. Manufacturers do not seem at all sanguine about the general public accepting it. It is certainly not along the conservative line which the overcoats are supposed to follow this year. It is, on the other hand, distinctly freakish. In the case of a model which we saw, the lapel projects well back on the shoulder, extending almost to the top of the armpits. It was inclined to finish considerably higher up on the overcoat in the front, giving a sort of equilateral triangle effect.

Roll Lapel Weaker.

There is little suggestion, by the by, of the roll lapel this year. The lapels are pressed hard down on the body of the coat.

As to pockets, these are inclined to be of the large broad patch sort rather than the slit. We did see one or two models, however, with the slit pockets, which, by the by, is an English habit and which looks mighty attractive. We do not think, that they are going to become generally popular. Canadians have too long been accustomed to a roomy pocket, which not only gives room, but also gives a very attractive appearance too. Men don't want to give this attractive appearance up merely for the sake of having a good deal more room.

The Balmacaan Question.

As to whether the balmacaan is really dead and buried, as half the manufacturers say it is, the consensus of opinion, it is true, is largely against the balmacaan for the next year. On the other hand, there are one or two who persist in saying that for the better-dressed man the balmacaan will be the thing. It has, of course, become very popular. All sorts and conditions of men have worn it. It has been reproduced at considerably lower prices than those at which it started. But, we think that this tendency is enough to make it come back as the coat of coats for classy, well-dressed men. What does it matter anyway if we have the kimona overcoat, which is virtually the same thing? A rose by any other name—and so on! A balmacaan by any other name—you get the inference!

FOR EASTER SUNDAY

HAT—Silk, slightly tapering.

SUIT—Morning coat, Oxford grey, with silk braid.

TIE—Four-in-hand or bow, with black and white or grey effects

COLLAR—Rollpoke, or roll wing with square corner.

SHIRT—Fine white tuck, or white stiff front. Buttons may be used with white tuck with four-in-hand; if bow tie is worn, studs must be used.

GLOVES—Grey suede, black pointed, or grey silk, with or without black embroidery.

SHOES—Patent leather, with grey suede or buck tops.

CANE—Light Malacca, or Jippa Joppa, black ebony, silver mounted, or figured ebony with square handle.

TENDENCIES IN FALL SUITS.

Continued from page 40.

a few years ago. There is one thing to be said in their favor: they are handy for a man to put his hands into, inasmuch as they are cut on a slant.

Pockets On a Slant.

Another suit we saw, while it did not have slash pockets, had them cut on a slant, and finished with a flap in the ordinary way. So, apparently, the slanting pocket, if not the slash pocket, will have a big run.

The Square Front.

There is to be one very pronounced tendency for Fall. The coats will be much more severe in the matter of the break at the bottom. Most of this year's stuff has been suits whose coats have been distinctly cut-away in character. The bottom of the front in the Fall models, however, will either be square or just slightly curved, and gently cut away. This is a mark of conservatism which will balance the somewhat freaky appearance—though, from the wearer's point of view, the eminently suitable slash pocket.

The cuff on the sleeve will be featured with the short and high lapel. That seems general. It is to be a very narrow cuff, decorated by a single small button. The suits with one or two buttons will not feature it at all. As to the cuff on the pants, there will probably be more men who will not wear it this next Fall. London has declared for a straight-bottomed trouser, and we—so the manufacturers say—are following suit, though somewhat more slowly.

BUILDING ON SLENDER LINES

A PROMINENT maker of clothing in Canada supplied the following to Men's Wear Review in reference to certain tendencies for Fall, along which he has been working:

There is a type of suit for the young men's trade which I think will prove to have a strong following next

Continued on page 50.

HATS and CAPS

CONVERSATION with manufacturers and retailers alike reveals the fact that so far Canada has not duplicated the States in the revival in all-round popularity of the stiff or Derby hat. The men in the States are going hot after this hat and there has been quite a boom in its sales, over there.

As to Derbies, the situation in Canada seems rather to be this. The man who can afford a $3.50 and even higher-priced hat is wearing the Derby. Several retailers testify to this. But for the average man, the man who finds $2 and $2.50 more his price level, the soft hat is decidedly more acceptable at present. How long this will obtain is a moot point.

We understand that Derbies will be pushed a good deal next Fall, and inasmuch as, this year, support for this kind of hat has been decidedly luke-warm it is on the cards that next Fall will see a real popularity for the Derby. Meanwhile the higher priced hats—chiefly importations—are selling very well, but $3.50 is a lot for a hat these days.

The newest Derby hat for the Spring has a high crown well rounded off at the top. The rolling brim is set moderately close. The success of this new hat lies in the fact that the brim is not too heavy to suit the feature of most any young man. The rolling brim is the only brim this year.

The Soft Hat is the Thing.

Soft hats, in vari-style, are selling well for Spring wear and retailers are looking forward to a good Easter trade. The newest soft hat makes up in either fedora or the sunken-top telescope-crown style. The fedora is reported the most popular, but the other is a close competitor.

In Fedora shapes, there is some difference of opinion. One or two retailers say there has recently been quite a demand for the flat brim with the seam running right round. One of the newest things, however, is a hat, the brim of which rolls up to three-quarters of an inch, and is less than two inches from the corner. The crown is very high. This hat should be worn with a dent in the crown.

The dip, back and front, is becoming very popular and some pronounced effects are seen.

LATE SPRING MODEL.

No. 1—High crown, new open crease, plain bow, coming in all colors. Brim of open curl, with heavy roll, slight dip back and front. Height of crown, 5½ inches, brim 2⅜ inches.

LATE SPRING MODEL.

No. 2—High crown fedora; extreme dip back and front; dimpled at side. Crown 5¼ inches; brim, pencil curl, 2⅜ inches. Generous bow. Both hats shown by the Wolthausen Hat Co.

Two models are illustrated here which contain several of the popular features now being reproduced in the latest hats.

Another hat is squarish set, has a good full crown with a broad, hollow dip. The slightest dip to brim, front and back, is a natty touch. This hat would suit practically every style of head.

Another good seller is a high crown hat with telescope crease or fedora and bound pencil curl.

In shades the new cactus green has made a wonderful hit and some dealers report that advance sales show fully 50 per cent. of this shade. Other greens are selling well. Dark, rich blues, and dark browns, and battleship or marine grays stand up well in sales.

Bows on these soft hats, and indeed, on the derbies too, may be anywhere. Some are at the side, some three-quarters, some—though few—are at the back. The three-quarter bow seems to be by far the strongest. On the new soft hat, which we described, the bow sometimes crosses over diagonally at each side or at one. Bows are a trifle higher up the crown this year.

Contrast bows are as dead as a doornail. They are not featured in the best new stuff at all.

PLAIN GREYS FOR FALL.

With regard to materials for Fall suits, it is a safe rule to declare that we must all take just about whatever cloth we can get. Therefore, retailers should not sacrifice staple lines that they have on hand, as they will have difficulty in replacing them and in addition must pay far larger amounts for them for Fall than they paid for last Fall, or for the Spring. The dye question comes into our patterns for Fall and as a result there will be a large percentage of plain greys and blues used. Indeed, as far as blues are concerned, the manufacturers will not guarantee the color of the blue, as they cannot get now a commercial indigo dye. All along the line they will be forced into plainer cloths for our Fall output.

NECKWEAR

SUPPLIES of silk for ties coming from Europe, and from Britain so far as some made-up lines are concerned, are all delayed. Shipments are tied up, and manufacturers and importers on this side are actually not able to keep up with the demand.

For Spring and Summer wear the military effects in four-in-hands are very strong. A man can display his enthusiasm for a peculiar regiment in only a few ways. One is to wear the colors. This has been the case in Britain to a very marked extent over this war. It was so in the South African War, too. So far there has not been a very pronounced tendency along this line in Canada, but demand seems stirring in this direction now. The designs in which these different colors run are very natty and make attractive neckwear. We reproduce a particularly good-looking sample. It is in blue, black and white; the stripes are ¾ of an inch in width. Manufacturers prophesy a big run for these military effects this year.

Brighter Colors in Ties.

Incidentally, bright colors are to have the preference this year. It is the one bright spot in men's wear. Suits, hats and so forth are to be upon more conservative lines, but our ties alone will be contrasting spots of sharp colors. Brown and gold is a popular combination and manufacturers are running heavily along these lines. There are quite a number of reds being shown, too. Khaki in ties has so far proved but an average seller but it is improving now, and some mighty attractive samples are fetching the business.

Bows Going Strong.

The bow or bat tie is making big strides in public favor these days and neckwear men are banking on them for good Spring and Summer business. The tendency is to run to still wider ends. We reproduce a particularly neat and useful model. It is a bat wing, in black and white check design, known as a French seam, pointed end bat. Note the pointed end. This is largely in the making. Instead of having the tie made double right the whole length of it, the ends are made open, as in the case of the ordinary long tie. This conduces towards the broad effect. The pointed end is a distinct novelty and we are inclined to think it will have a big run.

Following somewhat along the lines of this French seam tie is one known as the "Windsorette." This is an adaptation of the Windsor. It has a very narrow band and still wider ends than even the French seam, so that it makes a very large bow.

These bat wings are being largely made of grenadine, and the openwork, in colors that blend, such as blue and gold, brown and gold and so on certainly look pretty nice.

In these bat wing ties there is a marked run on the black and white checks. Last year it was black and white stripes, and as a variation on the same theme, the check is certainly selling very well.

Wash Ties Later On.

Judging from the fact that few orders have been placed for wash ties we suppose they will be a Summer, a late Summer, line only. They are to be strong this year, so it is said, but apparently not for Spring. The manufacturers' order books have settled that.

Knitted Ties.

There is again a big boom for knitted ties in very bright colors and military stripe effects. They are running a little cheaper now, the $1.50 and $2 tie having given place to the $1 and $1.50 lines. Plain black knitted ties find virtually no representation at all. Knitted ties are particularly affected by the scarcity of boats that was referred to in the first paragraph, as, so far, the majority of them come from England.

NEW LINES FOR SPRING.

No. 1—Military stripe in black, blue and orange.

No. 2—New Windsorette bow with pointed ends.

No. 3 Easter line with large flowered design in mauve shade.

Shown by A. T. Reid Co., Limited.

No. 1 — Black and white, and blue and white checks.

WHAT OF REGIMENTAL STRIPES?

The Montreal correspondent of Men's Wear Review writes as follows:

Watch for the effect of the war on neckwear. Judging by what is being placed on the market, military colors will be worn more during the coming Summer than one would have expected. Three months ago, neckwear with regimental stripes were brought in from New York by several of the better-class stores, but they did not repeat. Several Canadian manufacturers, however, are following the United States with these regimental stripes, and the anticipated demand may justify their faith.

Grenadine silks, perhaps because they wear splendidly, are finding much favor, and are being manufactured in Belgian blue, marine blue, battleship grey, sea-gull grey and Nigger brown. These will all be popular colors next Summer with men, just as they are with women.

On the other hand, regimental stripes are seen in a wide range of neckwear. Tartan stripes have been imported, and proved big sellers in exclusive Montreal stores. Now they are being made in Canada. Regimental stripes have in many cases been carried to extremes, it being impossible to state to which regiment some of them belong—a sort of mongrel. Then there are military cross-bars, with military shades, which in ordinary years would have been called merely cross-bars. To correspond with the putty or sand shades, there is the Palm Beach shade, which resembles the color of wet sand. It is being shown with, or without stripes. It would hardly be wise for any dealer to buy heavily in this. For easter, quite a number of light silks are being offered, but the average man will not buy light ties.

Black and whites are seen in various forms. There is a grenadine silk made into fairly large black and white and blue and white checks. The former check is the better seller. There are many check ideas. Border ends are still noticed, the demand for which is fairly good. The rainbow idea is followed out in a grenadine ombre.

IN LONG TIES.

Black and white checks are having their representation, in some sort, in the long ties, too, this season. Foulard silks are a leader also, and it is thought that they will come in even stronger as the season advances. They are a very smart tie to wear with Summer suits and shirtings. Old Paisley designs are a big feature, and these are running in both four-in-hand and bat wing shapes. There is some tendency towards a more general popularization of the white spot or blue or black foulard. This is a particularly suitable design for a bow tie and much affected by the smart dresser. But foulard will not have the run that Grenadines have at present.

Nos. 2 and 3—Military cross-bar and regimental stripes effect. All shown by Tooke Bros.

Palm Beach Shade.

Something new as to shade, and in the long tie shape, is the Palm Beach shade in crepe de chine. This is a natty shade for Summer ware and will look particularly well if the Palm Beach suits—cotton or linen or whatever they may be have much vogue here. The sample The Review saw was a very quiet sand color, with a small pattern in red and black—making up an unobtrusive but distinctly unusual style of cravat.

Easter Neckwear.

For Easter, designs chiefly involve flowers and leaves and general floral arrangements. We reproduce one in this article. Note that the design is very big, an all-over design, not a small design super-imposed on a plain background. The color of this particular one is heliotrope and blue in very subdued shade. It certainly looked very attractive indeed. Easter neckwear alone of all the new stuff is inclined to be very quiet in shade. Dark greens and olives figure quite a bit.

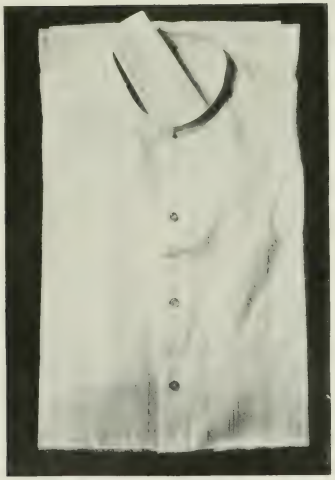
PRICES UP $3 A SUIT.

A very important point comes up as to the question of price. In a certain line, a line of which I have a large output, cloth which I paid $1.50 for one year ago, I am paying $2.25 and $2.50 for to-day. That is, an advance of 50 per cent. Now, figuring on the basis that the materials including the trimming amount to 40 per cent. of the cost of the suit to the retailer, the material in a $20 suit would cost $8. The extra duty on this would be 40c or 50c and the cloth itself would be about $2.50 extra, or about $3 advance altogether. This will be absolutely necessary, or in other words, the retailer cannot get a suit to sell at $20 of nearly as good value as for last Fall. The quality of the goods must be cut in order to meet the price.

Field Bowman has opened up a "Toggery Shop" in Thorold, Ont., and equipped it with handsome oak fittings.

P. J. O'Connor, Preston, has made recent improvements in his men's furnishing store.

COLLARS & SHIRTS



1 LINE FOR SUMMER.

Fancy weave silk mixtures and mercerized effects in printed rep materials and lightweight English Oxfords and Russian cords. Worn with and without soft collar to match. Shown by Cluett, Peabody & Co.

THE myriad-pleated shirt stands as an interesting contradiction of the usual processes that obtain in men's wear fashions—that a novelty line comes in under high priced auspices; is made up soon after in cheaper selling forms; the sale of the former begins to deteriorate rapidly, and the style passes out at the lower end. Where there is an exception to this procedure, it usually is a sound argument for the real value of the innovation.

Such has not been the experience with the muchly-pleated shirt. This came in at a fairly high price and then was reproduced at a lower price in poorer quality and pattern. In this range it never was a success, but instead of becoming extinct, it reverted to the higher type and to-day at $3 and $5 is being sold in some particularly attractive forms in the exclusive stores.

What may be termed the vis-a-vis of this, the white linen mushroom for dress wear has, on the other hand, fallen upon evil days. Or rather, has at last been forced into a legitimate channel. From the first the more conservative dresser has struggled against its admission to the ranks of formal evening requisites. It broke through, however, among the younger men, but to-day has been discarded finally, and a tuxedo is its only supporter left.

The present tendency to lower prices—not in qualities but in a line made to sell for a lower price, if the distinction is clear—is seen in a range of silk shirts put on the market at about half the price because they are silk in the bosoms only. This is not a new idea, but a resurrected one.

As regards cottons, the dye situation enters forcibly into consideration. Whereas the price of cotton is down, prices of printing and dyeing are up so high, manufacturers of shirts will really not be able to reduce prices, as the cost of their material is no cheaper.

For Next Fall

In colors, the tendency, owing to losses in war, is running strongly towards black and white. Black and white was followed out in dress goods, and men's wear usually follows women's wear. Greens are also expected to be strong next Fall, as well as the blues, tans, etc., which are always with us.

There seems to be a tendency stronger than ever towards the soft cuff. This may be owing to the fact that a soft cuff is not only more comfortable, but is more economical than the stiff cuff, for the reason that it can be laundered at home. It popularity has increased right along, and it is fairly staple now as an article of men's wear.

A New Sports Shirt.

A new sports shirt is being introduced to the men's wear trade by a Canadian manufacturer, and it has been found that women are also likely to be big buyers of it. It is a practical outing shirt, as the collar can be worn to wear a tie, or opened out into a V neck. It will undoubtedly be popular for boating and all outdoor sports.

There is also a new athletic shirt on the market which combines underwear and the outside shirt.

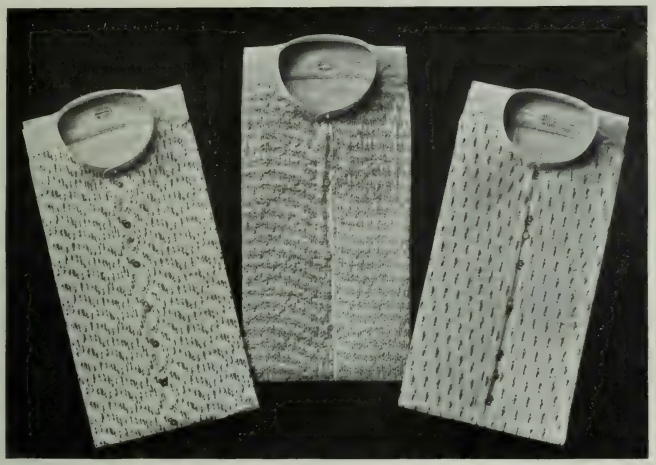
Crepe Weave for Fall.

A new cloth will be used in the Fall for the manufacture of shirts, this being of a crepe weave, with printed effects. It will make a popular priced shirt, yet will be high class in appearance.

The Colored Collar.

As far as most of the larger places in Canada are concerned, the colored collar came out last Fall and left almost before the new year was here. They are still being shown in some of the stores, even the high-class stores, but the sale is very small. Despite this fact, at least one manufacturer is continuing to push them for Spring, and is disposing of them rather freely. This may mean that in other parts of Canada, perhaps in country districts, the colored collar is just beginning to take hold—if that is possible.

The colored collars which made their appearance last Fall, and so quickly bade us adieu, were colored indeed, and many people believe that it was because they were so highly colored they did not find their way to the hearts of the well-dressed Canadian men. The colored collars now shown are not so vivid, giving one the impression more of a stripe. There are three colors which seem to be meeting with considerable favor—blue, pink and tan. Besides the stripes, a collar with spots, of various shapes, is being shown, on white figured Madras. The row of spots are alternately colored, black and mauve, and tan, also black and blue. A new soft collar, with long points, is out in white, tan and sky, but the big demand is expected to be for white Bedford cord.



NOVELTIES IN PLEATS
Myriad tucked bosoms in flowered patterns with chintz effect, fitted with soft cuffs of same, and three plain pearl buttons. Body of striped shirting. A very attractive box is shown with each of these shirts. Courtesy of the John Forsythe Co., Limited.

New Styles of Collars.

There are several new white stiff collars on the market, the shapes of which should be noted carefully, as they are expected to be big sellers during the Summer. In designing these, the thought in mind has been to retain the fashionable cutaway shape, yet at the same time to give maximum comfort to the wearer. Consequently, it is not too deep, and is a little deeper at the back than at the front.

A new collar just put on the market by a Canadian manufacturer has all the above features, and while retaining measurements insuring extreme comfort in hot weather, yet gives the effect of a much deeper collar. Comfort is further assured by a narrow band, something which has not been seen for a considerable time. The

NO LINKS OR PIN
New type of soft collar, with long points. Tape is sewn under top fold and tie passes through keeping collar in shape. Name of maker on request.

cloths used are a watered Madras, a striped Madras and a plain cloth.

New Style of Soft Collar.

There are several new features to the soft collar which will be worn next Summer. It was about time that the unsightly links which have kept soft collars together for so long, should disappear, and give place to something more neat. In the new shape, both the link and buttonholes will disappear, their place being taken by a tape sewn under the top fold, through which the tie is passed, this holding the collar in place. These are being made with long points, similar to the long pointed stiff collars, which are now practically dead.

The long-pointed soft collar is expected to be very popular during the coming Summer. The nicest cloth from which they are made is a Bedford cord, but it is also made in striped Madras, watered Madras, plain pique and fancy pique, small check Madras, and in plain cloth in solid colors.

A SILK FRONT
This is a handsome striped silk fronted shirt with French double cuffs of silk, and cotton body. Shown by Tooke Bros.

The old shape of soft collars, which has become almost a staple, is being put on the market in a variety of cloths.

ACCESSORIES

LOOKING through a list of men's gloves which were being worn many years ago, it was found that many of the lines are identical with those being shown to-day. In one respect they are very different this year—in the price. The extra war tax must be added. Then there is another item which is harder to explain. Many French and Italian gloves, such as suedes, are coming here via New York, which adds on a special tax, bringing the total tariff up to 47½ per cent.

While there are few changes in men's gloves—in fact, manufacturers declare that it is ridiculous to expect anything distinctive while the war is on—it will be just as well for us to go over the list, and note the standing of each one. Capes are much the same—just the ordinary tan cape, all qualities ranging from $1 to $3.50. Here and there one finds a retailer who has gone to the expense of ordering a large quantity of something exclusive, as the tan lightweight cape, with black back, illustrated in this issue.

There are all kinds of chamois offering. Those with black points are selling from $1.00 to $1.50, the retailer paying $9.25 or thereabouts, for which he must get a dollar to pay a half decent profit. An illustration of black sewn chamois is shown here, also some colored chamois, which come in French grey and beaver. The latter have silk twist points, or, as they are often known, have embroidered backs There has been quite a heavy demand for chamois this year, much larger than was anticipated. Some difficulty is being experienced in securing prompt delivery.

Fine suede gloves for dress affairs are being shown as usual, for which there is always a certain demand during June, a month in which there are many weddings. Prices have gone up on this line about as much as on any line, owing to the fact that they are being imported via New York, which brings the total duty up to 47½ per cent.

There is little change in golfing gloves. These are sold extensively also for driving gloves, particularly for doctors. Apart from this, however, there is a non-slip reinforced driving glove on the market. A nice leather gauntlet for motoring is being sold, with a net back, which keeps the hands clean in summer.

For officers, a regulation cape glove is put on the market, having special buttons, which do not allow the gloves to come undone. It also has a reinforced thumb.

1. *Hand sewn chamois.*
2. *Colored chamois, with silk twist point, which comes in French gray and beaver.*
3. *Black point chamois, which is expected to be strong this year. All three shown by Dent's.*
4. *A tan light weight cape, with black back. Shown in the stores of Mar Beaucais, Montreal*

SUITS AND OVERCOATS.

Continued from page 39.

ly. Several of the advance models show a square cut coat bottom, and many more have a very slight curve.
many more have a very slight curve.

The breast pocket continues a feature, and will not be dropped. There has been some tendency this last Winter to take it out, and make the suits with two inside breast pockets on the British pattern. But the breast pocket is wanted in Canada and it will not be dropped.

Extra Ticket Pocket.

In one model I saw for Summer wear—it was a two-piece style, by the by—there is an extra pocket right above the bottom right-hand pocket. This is the English ticket pocket. Heretofore in Canada the ticket pocket has been inside the bottom right-hand pocket. Doubtless in the majority of cases it will continue to be there, but this additional pocket balances the outside breast pocket on the left side of the coat.

As to the Norfolk.

Advance showings of Spring and Summer lines feature Norfolk suits in a variety of styles. Several manufacturers assure us that they will "go" this year. Several others disagree. The United States, of course, are going hot and strong for this kind of suit because it makes up so well in the linens and cotton fabrics that we discuss in a preceding paragraph. They are very strong over there this Summer.

THE MAN ABOUT TOWN.

KNITTED GOODS

No. 1—Artificial silk, extra ply heels and toes.
No. 2—Silk, with clocking, white on black or black on white.
No. 3—Clerical gray, silk and wool.
Shown by Mercury Mills.

THE trend in knitted goods, hosiery, underwear and sweater coats, still continues towards higher prices of the raw material and a stiffening of prices wherever it is deemed advisable in the manufactured lines that are being sold to the retailer for Fall supply. Men's Wear Review has in a previous issue, dealt with some increases that have been made in underwear, and it was stated that the manufacturers of sweater coats instead of increasing the price were as a rule reducing the weight in order to compensate them for the higher cost of yarn.

The manufacturers of hosiery have found that this is more difficult in connection with men's and women's goods. While fixed prices obtained to a certain extent among women and children, there is not the same strict adherence to it that there is among men. On this account, a number of lines have remained the same to the men's wear trade, which have been increased in women's. One leading Canadian manufacturer stated that he has made a small increase in men's cashmere hose in the lighter weights and 25c a dozen in silk and wool hosiery. In underwear a number of high grade wool combinations have been advanced $1.00 and $1.50 a dozen, but this has been done in only a few lines.

Cashmere Hose, 35 or 50 Cents?

The problem of a supply for Fall and for the Spring of 1916 is becoming more serious week by week. One of the leading manufacturers of York, England, who was in Canada a short time ago, declared that by the Spring of 1916 there would not be a cashmere hose on the market that could be sold for 25 or even 35 cents. He predicted the lowest price cashmere hose would be 50c to the public. This was due to the scarcity of yarn and he believed that the scarcity would continue. The natural indication was that the public would be forced to turn to cotton hose, where before they had worn woolen. A number of buyers who were consulted by The Review give the opinion that there would certainly be no cashmere hose for men that could sell at 25c on the market in a few months.

A buyer of wool for a large factory in Canada in giving comparisons of the cost of yarn now and a year ago stated that one grade that was used by him very largely, cost 34c a year ago and 41c now, without counting the extra 5 per cent. tax that had been imposed a few weeks ago.

Cotton yarns, he declared, were somewhat cheaper and silk yarns about the same as one year ago. "The average advance in worsted yarns is close to 15c a pound compared with one year ago, whereas the average reduction in cotton yarns is about 5c. And the reduction in fine cotton from England is not so much as 5c." He thought the situation might be relieved a little in July and August, as the demand of the British Government would cease by then, owing to the ending of the war. But in any case it would take a long time to regain the supply. At the present time deliveries took from three to four months instead of four or five weeks. For the finer worsted yarns, delivery generally took about three months.

Terrible Waste of Wool.

An interesting statement in regard to the waste that is going on in manufactured goods—owing to the fact that the clothing of the soldiers in the trenches is never preserved, but goes to absolute waste or is destroyed — is made by an expert, who says that if none of the woolen goods were preserved and made up into shoddy, the new wool that is produced would be sufficient to provide merely a small "trunk" for each person in the world once a year. It is not generally known in the retail trade the importance of the recovery of old woolen goods and the grinding of these up and making them into shoddy, which supplies the lower grade lines in clothing to a great extent.

SUMMER HOSIERY.

From information secured by Men's Wear Review shades of hosiery worn for Summer will be determined to a great extent by the style of the shoe. Greys will be strong, as well as blacks and white. Checks promise to become very popular, white on black, or black on white. Silks are in good demand.

PERSONALS.

H. H. Hawley, who has been on the staff of Lyons clothing store, Guelph, has been appointed manager.

W. A. Campbell, who has for many years been engaged in the men's furnishing business in Wingham, Ont., has decided to sell and locate in Winnipeg.

Clothing orders for the British War Office aggregating $4,000,000 will be completed by Canadian firms by March 31st.

Cravats With Dash

—not the subdued neutral tones of the past, but startling color effects which vogue calls right, and smartly dressed men recognize as "it" for the Spring Season.

Yes, they're all here, that is, all the best of them—the effects which our usual good judgment dictates as "just-the-thing" that will catch the fancy of the young man and the older man who would stay young.

Our north window to-night is trimmed with a representative showing of the new Startling Stripes. It will pay you to walk around to see our natty exhibit. If you can't, drop in to-morrow and ask to see them.

(Follow with description and prices.)

The Wearing of the Green

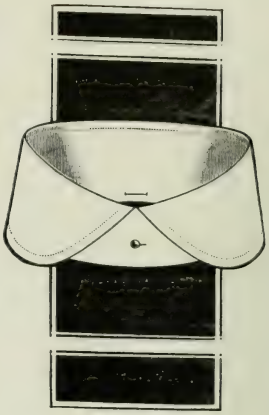
***THIS** green Fedora we are now showing has a smartness and rakishness about it that distinguishes the wearer. It is the smartest street hat to be worn this season. It embodies style, comfort and service, and has the Stetson label and our recommendation. See our St. Patrick's Day window display for a showing of men's correct hats.*

Whittle & Roman
A Hat for Every Head

235 St. James Street

Nos. 1 and 3 suggestions for Springtime advertising. Electros will be supplied for 50 cents each.

No. 2—An attractive ad. from Montreal featuring a single line—green hats.



That New Collar

you have been looking for has arrived in town and is now on display in our store.

How much smarter your Easter outfit will look if you come out with this collar than if you stick with a style that has had its day!

You will find us always at your service with the "newest that's out" in men's haberdashery.

We are headquarters for correct collars.

(Follow with description of collar and prices.)

BUILDING ON SLENDER LINES.

Continued from page 42.

Fall. In general this is along slight lines, both in coats and trousers. That is, the shoulders of the coat are narrow, the collar is a trifle longer than is common on this Spring's models and the lapel is long and wide, following out the tendency which is beginning already to be shown for wider lapels. The coat is either of 1 or 2 buttons. As must be the case with a coat of this character, the trousers are straight; indeed, the pegtop trouser has almost gone out and is being discarded, particularly by the young men. We find some call from the smaller places for the pegtop still, but as a fashionable type it has absolutely disappeared.

"The vest that we think will be popular is the double-breasted one, with three buttons on either side V-shaped.

"This model is close fitting at the waist following the regular English standard, more close fitting than the majority of this year's earlier models, and carries out a good deal the overcoat idea in several popular models that have been adopted already. To give you an example of the close fitting character of the waist, where there is a 38 breast, a 32 waist is called for.

Great care should be taken when orders are given for a model of this character not to allow a 34 waist with a 38 breast as this would tend to raise the coat up and draw the collar out from the back of the neck and destroy the whole close-fitting, neat, straight lines of the model. The pockets of this coat are circular with a flap, and there is a regular breast pocket.

The vest itself is the lower cut which is coming in for Fall, although I myself prefer the other, and has long points at the bottom. This keeps up the "waisty" effect of the coat itself.

SUGGESTIONS FOR EASTER CARDS

No. 1 is a quarter size card specially designed for Easter neckwear, working in a combination of water color—green —background (at the bottom) with a cut-out rabbit design. The color scheme adds a mauve inner border.

No. 2 is of a moire greenish grey ground and shows an effective use of a cut-out design of violets as a decoration. The color scheme is a light mauve to a deep violet. The lettering is in white, a combination of letter brush and pen stroke. Nos. 1 and 2 are the work of Mr. R. T. D. Edwards.

No. 3 is of deep mauve, a typical Easter shade, with the air brush used for shading. There is a very apt use of a cut-out illustration of a hat in the upper left hand corner. A neat and appropriate card. Designed by F. G. Mills, Toronto.

EIGHTEEN ORDERS AT ONCE!

A SUCCESSFUL scheme for selling ordered clothing is being worked by Mr. J. S. Jackson, of Chesley, Ont. When he learned in advance of the visit of a representative of his tailoring firm he sent out invitations to a number of the young men of the village. Twenty-five turned up at the sample room in the hotel, and there met Mr. Jackson and the traveler. From the wide range shown by the latter eighteen were persuaded to choose clothes and eighteen orders were taken on the spot. On another occasion Mr. Jackson did even better, securing orders from all but one who met the traveler.

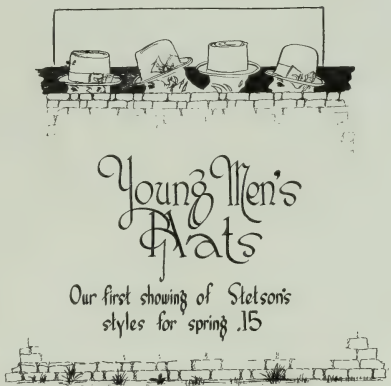
THE "CLEAN SWEEP" SALE.

WHEN one William Shakespeare asked whomsoever read his play to answer his question "What's in a Name?" he didn't know as much as the twentieth century men's wear merchants about advertising. There is a good deal in a name, in a slogan, in a catch phrase. That's the opinion of the manager of the Men's Wear Department of the Wilkinson Company's store at Galt.

He claims that the public gets used to a certain name or slogan. He says that his store has a "Clean Sweep Sale" once every year and that the turnover of money and the welcome clearance of stock at that annual sale is a testimony that the public will "fall for" a slogan or name. This "Clean Sweep Sale" has been tried in several places. Incidentally, one men's wear house is in the midst of it right now in Toronto.

Giving Brooms to Buyers.

The idea in the case of the Wilkinson store is to sell the stock at a considerable reduction. To every buyer of any article at all is given a broom, so as to make the "Clean Sweep" idea literally as well as metaphorically true.



Bright card for Spring with pen and ink sketch. Designed by Gordon Munroe, Portage La Prairie.

The advertising value of hundreds of people walking through the streets of a city carrying brooms, which brooms are marked with the name of the store that donated them is considerable. The Wilkinson Company endeavored to get the customers to carry the parcels they bought, and with them the broom. Of course, where it was necessary, the broom and parcel would be sent by the store, but they preferred that each customer should carry them.

WHAT IS BEING SHOWN IN MONTREAL SHOPS . . . .

By THE RAMBLER

MONTREAL, March 15.—On account of economic conditions, haberdashers were later this year in buying and offering their new Spring lines. On the other hand the weather has been admirable, the first week in March being favored with an unusual amount of sunshine. By March 10 most stores had revealed their new goods to the public eye, and by March 17, St. Patrick's Day, everything will be in full swing, this being considered the day on which to open Easter business.

As in women's wear, opinions differ on what will be worn by men for Spring. This is shown in the wide difference of goods carried. In neckwear for instance, while all are agreed on regimental stripes, the ties themselves vary considerably. Henry Marks was displaying knitted ties, with neat tickets indicating the regiment to which the colors belong. Khaki knitted ties are seen in several stores. Again Max Beauvais has gone heavily into fancy knitted ties; also in foulard ties, in which he has great faith for the coming Summer.

Fancy Colors Sure.

Fancy colors are a sure thing this Spring. When these were introduced in the United States, and were brought in here by a few of the most exclusive stores, I thought that regimental stripes had seen their day, for those who handled them did not repeat. The repeat is coming now with a vengeance.

Last year the big demand was for soft shades, such as poplins and crepes in blue and mauve. They have gone, apparently, and I was in a store to-day where they were doing their utmost to move a large stock at very low prices, but with little effect. Strange how the public taste suddenly changes. They have tired of these soft tones, and are shouting out for gaudy, regimental colors.

Heavy stripes are in vogue. Their colors and size vary between wide limits. If a man is too startled with stripes, he turns around and buys black and white, or grey. Henry Marks has selected some pretty things in grey, which he is able to offer at $1.25. Some nice shades are being shown, and greys should be very good this year.

Mixing Colors Sometimes Horrible.

Care is required when buying stripes. In cases where merchants have been shown simply strips of silk, and have ordered various colors haphazard, some of the combinations have turned out startingly horrible. A dealer who mixed his own colors found red, blue and green very poor shades for mixing. Purple, white and black inch bars look well; also red, white and black, and Royal blue, black and white are good.

Crepe de chine neckwear is expected to have a good run. This is being shown in the largest stores, either plain, or hand-worked with a small pattern, such as a fleur-de-lis.

Department stores have dropped their standards of neckwear. Goodwin's, who used to handle values up to $3.50, now go only as high as a dollar, with prices ranging down to 50c, and even lower. They state that they find the masses want that class of stuff, and are unable to pay the prices they formerly paid.

It is remarkable that Max Beauvais, on St. James street, is having calls right along for short, stiff bosom shirts, which sell like hot cakes in his store, but are a drug in many other stores where they are compelled to clear them out at reduced prices in order to get rid of them. Max Beauvais has been compelled to repeat on them. He carries both white and colored, selling for $1.50.

Negligee shirts with soft cuffs are now beginning to move, and men are wearing soft collars already. A marked and welcome change is noticed this year in the absence of the pin and button holes. Styles of collars vary, some being long pointed, while others resemble the cut-away stiff collars which have become so fashionable of late. To take the place of the pin or link, they are now being made with tape loops on the upper fold, and the tie passing through these keeps the collar in shape. Plain and white pique are being shown, the opinion of many haberdashers being that the colored soft collar is much a thing of the past.

Returning to the subject of shirts: in none of the good stores did I see any pleated bosoms, except those which have been carried over from last year and are being cleared out below cost.

Thick Black Stripes Going Out.

In my last letter I referred to the fact that shirts with thick black and white stripes were being shown here as something new from New York, with ties of the same shade to match. Gentelemen returning from New York declare that these have gone out, and are being offered in the American metropolis at 89c. Their place is being taken by colored stripes, orange and pink being good. The Hannan Store is showing these, as well as black and white. They believe the latter will still be worn here, and will command good prices.

Boom in Flannel Shirts.

Up to the present, the wearing of khaki has been left almost exclusively to the soldiers, who were numerous enough in large cities to warrant dealers handing khaki good in quantities. It seems that the time will come when civilians will wear flannel shirts. Business men are wearing them, and Spring will see them very popular for outing. A haberdasher who devoted a few square feet of window space to a display of these shirts, reaped a nice bit of business last week. His prices are $2.50 ready-made, and $3 made to measure.

In gloves, Beauvais has a light-weight tan cape with black back, which is distinctive, and will be worn extensively by well-dressed men in Montreal. The big seller is the chamois, with black backs, the sale of which has exceeded expectations. White suede gloves, with black backs, are also shown.

Tan Capes, Black Pointed.

In the case of the tan cape referred to, the black back is the big feature, which gives them a very smart appearance. Usually only chamois gloves have black backs. Natural chamois are being asked for. Fabric gloves are hard to secure, having been manufactured chiefly in Germany. I understand that a Montreal firm is making them.

Clocks on Hosiery Again

White socks appear to be coming again, and white with black clocks. It is difficult to secure supplies of white cashmere, but there seems to be plenty of white silk hosiery available. Cashmeres are retailing from 50c to 75c, and are likely to rule higher. Where they cost $4.75, they are now bringing $5.75.

THE RAMBLER.

WHAT IS BEING SHOWN IN TORONTO SHOPS . . . . .

By THE MAN ABOUT TOWN

TORONTO, March 15.—Who said the pleated shirt was dead? If it was it has suddenly been resurrected, for the best stores are featuring this line for Spring and Summer wear. And, as is very often the case with things that come back to life, the pleated shirt has come back better than it was before. Some of the new models are mighty attractive. I saw one or two in Stanley & Bosworth's store that were amongst the nicest shirts I have ever seen. They were in Japanese silk, and they had a countless number of pleats. That seems to be the new feature of the pleated shirt. Erstwhile the pleats were about half an inch apart. This season they are much closer set. These particular ones that attracted my attention were in soft colors on a still softer background. Faint greens, blues and so on, looked mighty well on backgrounds of the same shade. And there were one or two white with modest patterning which will make ideal Summer-wear.

By the bye, though I didn't happen to catch sight of them in any retail store, I saw some of a leading Canadian company's shirts the other day. These were not silk: they were—I think—a sort of mercerized material. But the pattern was the thing. Little flowerets here and there on a pleated background of very soft shades, pale green in one case, and mauve in another, were placed at wide intervals. The buttons, I remember, were of pearl. They certainly were natty.

A New Shade in Canes

I see that Score's window has a number of very nice canes. A distinctly new color for a stick is a bright brown, almost approaching the orange. It would be a good accompaniment to a grey suit. It was finished at the crook with a narrow silver band, and while not being too ostentatious, gave the impression of novelty and distinction. It is "something different," without being freaky.

New Patterns for Old

Some of these are to be seen in the suits which Mr. Bellinger is showing at the Fashion Craft store. I am not enamored of all of them, but there were one or two which were certainly dandies—if we may grow colloquial. One I saw was a dark blue, or it may have been black, with a red—yes, actually red—stripe running through in double thread, about an eighth of an inch apart, at not too close intervals. I saw one of these suits the other day upon a friend of mine and it looked even better than when shown by itself. The color is perhaps a trifle daring, but for the man who would have something quite new and natty too, this suit ought to fill the bill. The lapels, by the way, were cut very wide and set far back on the shoulder. And the roll to the vest was a soft roll, not pressed down. It was a good suit, and should prove a good selling line.

As to Fancy Vests.

Canada doesn't run much on fancy vests as yet. But we have become so English in our dress—as has America—that I prophesy (albeit with much fear and trembling) that next Fall we shall see a number of fancy vests worn by the best people. I saw some very nice things in this line in the Jaeger store the other day. The vest which attracted me was a cream whipcord cloth, faced with neat pin wire black stripes about half an inch apart. These vests are very smart for Summer wear, for garden parties, and the like, if a man figures that a two-piece is not just re rigeur. And they add a touch of smartness.

I think we may even see some this Summer. I hope so—if it's only to save my face.

The Serviceable Tweed.

Biltons have a window-full of very fine Harris and Donegal tweeds. It is perhaps a little late for this cloth to go very much, though Englishmen wear tweed—made up in golf or sporting jacket form—right through the Summer. I suppose they will be pretty expensive, forty dollars or thereabouts, but then a tweed is like a Panama—it wears and looks well for year. Those I saw were chiefly in greys, with the usual accompaniment of mottled effect in browns, greens and blues. For walking or golfing they are undoubtedly "the thing," and ought to be a good deal more worn than they are. A number of our fashion leaders have worn them this Winter. Tweed is so serviceable. Come rain, snow, hail or what you will, your tweed suit isn't ruined by adverse weather.

Are Clocks Coming Back?

At any rate the Fashion Craft store are taking a chance on it, and creating the demand. They have some beautiful silk socks in their windows, patterned only by the raised clock in subdued tone, blue, mauve, red and so on. I don't think any fashion or fad in socks was ever more attractive than the clock. It is unobtrusive and yet neat. I remember the old catch phrase in England, when clocks were first worn over there: "Does this shop stock socks with clocks?" That's a fine thing for a man to say after lodge meeting.

Clocks are very generally popular with the good dresser for evening wear. But they are well adapted for day wear, too, and those I saw in the Fashion Craft store were among the best.

An Attractive Display.

Score's window is attractively dressed to display silver and grey and black knitted ties. The silver stripe on the grey background in all sorts of widths looked mighty good. Knitted ties, the manufacturers tell me, are going to have a new lease of life. They are a very neat kind of neckwear, and ought always to be fashionable, but possibly we have been surfeited with bright and lurid colors this past season. I think the greys and silver and the quieter tone generally will be much worn this Summer. Black, too, should have a good run.

THE MAN ABOUT TOWN.

WHERE BALMACAAN WILL REMAIN.

Speaking of a feature of the balmacaan, a maker of clothes expressed the opinion that this would always remain for exclusive wear and also for outdoor use, such as motoring, for which it was the best fitted of any kind of coat. In the medium priced overcoats for next Fall he thought the balamacaan would be very weak but would remain in the higher prices and in all kinds of sporting clothes.

Mellow shades of green rule as prime favorites with rich dark browns as a close second, says "The Haberdasher," New York. Navy is still popular, and in some sections it will be "fifty-fifty" with all other colors combined.

WHAT THEY ARE WEARING IN NEW YORK . . . . . .

By THE "LOOKER-ON"

THE other day when I was down at Old Point Comfort in Virginia, I noticed that a number of men were wearing grey flannel suits, which have become, in recent years, typical of the Englishman. This is one more evidence of the fact that men here are dressing not on an American plan, but "a l'Anglais." The grey flannel suits for many years have been very fashionable with the Englishman. The climate over there makes it possible for him to wear lighter weight clothes for a greater part of the year than is possible in some parts of America. This climate is duplicated at such places as Palm Beach and in California, and even in Virginia and Carolina. There is nothing which I know that looks better for ordinary street wear even, and certainly for sporting wear, than the grey flannel suit.

The one I happened to see down there was worn by a gentleman of importance and certainly looked very natty. It was cut on a super-English plan. The lapels were very low and were fastened only by one button, although I noticed that the wearer usually had the coat open. The shoulders are very narrow and the trousers inclined to be a little tighter even than those we have seen during the past season. The vest was fairly high cut.

I understand from some talk with manufacturers that it is improbable that the flannel suits will be any serious rival to the light-weight cotton and linen suits. On the other hand, I believe that some men who wish to be exclusive in what they wear, will adopt this grey flannel suit.

The Ascot Tie.

The Ascot or tie-over tie is being worn a good deal here with the morning suits. This is entirely de rigeur. It is regarded as the proper tie to wear with a morning suit for formal wear. Preferably this Ascot would be worn with a poke or wing collar. The one I saw, and several I have seen in store windows, had a fairly large flower pattern. They are in modest, dark colors as to background, with very inconspicuous patterns. Nearly all of our best dressed men are wearing these tie-over ties. The only rival for them for morning wear seems to be the smart bow tie in black and white or in blue and white combination.

Old Style Dress Vests.

The dress vests which have been worn toward the end of the season are inclined to have four buttons instead of three. This would very naturally shorten the length of the vest somewhat. The fact is that we started out this season with a dress vest entirely different from the one with which we shall end the season. The bottom of the vest on either side is cut a good deal more squarely than at the beginning of the season and we are getting back to what we had two or three years ago.

We have certainly had a variety of dress vests this season. All sorts of white and cream, and latterly black and even purple, and again grey and black and white, have been featured.

In dress suits generally the tendency, I think, has been towards a shorter lapel and possibly, too, toward the narrower appearance of the man wearing the suit. The shoulder slopes a good deal more than ever before and the whole appearance of the suit has been conducive to the height and slimness of the man wearing it.

I suppose there is nothing in New York, or in Toronto either, in which greater variety is shown than in collars. A new collar which I saw the other day—and it very much appealed to me—was cut on the square plan. The two sides of the collar came down almost sheerly, and the tie stood out well over the collar. The corners were cut sharp and square. This sort of collar would be obviously no good whatever for a bow tie, but for a four-in-hand tie it is the very thing, and is better than the cutaway for an easy-tying knot.

Walking sticks and jewelry for Easter. Courtesy of A. Sulka & Co., New York.

Whether this new collar will prove any serious rival to the cutaway collars we have in so many shapes and so many varieties and so many colors, I don't know yet. I think the whole tendency in collars at this writing is toward narrowness. The time was, and not very many year ago at that, when the collar 3 inches deep was the fashionable one to wear. I have even seen them $3\frac{1}{4}$ and $3\frac{1}{2}$ inches. I am glad to say that we are more reasonable nowadays and our collars at any rate show that we prefer comfort to looks. Not that anybody can say that the collar $3\frac{1}{2}$ inches high was particularly good looking. The cutaway collar is having very great vogue at present.

Did I tell you in my last letter that we are all through here with the colored collar, except in the light blue shade with a darker blue stripe? These colored collars have never been very much worn by the best dressers here except for very light suits. Occasionally they would look well with a Palm Beach linen suit, but nobody with any idea of taste in dress would sally forth with a pink collar adorning a blue serge suit, or even a green collar for a darker green suit.

Spring and Summer Shirts

I was looking one day this week at several very nice samples of shirts for Spring and Summer wear. The whole

tendency, I am told, and indeed in these samples it seemed to be, is along the lines of very quiet patterns and very small patterns too. We have got entirely away from the obstrusive and conspicuous designs. The same applies to colors, too. Pale shades of blue and green and mauve and grey are in the running for Spring and Summer wear. The attractive shirts that I saw all had a very thin black pattern of some sort, either a stripe or a flower or a little diamond or some other ornamentation.

Of course, we are running strong still on pleated shirts. These were dead, but apparently have come back to life again. They are certainly a very attractive accompaniment to a light-weight suit in linen or cotton.

A new line of shirts—although, now I come to think of it, it is not entirely new—is the silk front and the cotton back. This is an admirable shirt for the middleman who cannot afford to pay for an all-silk shirt and wants something better than an all-cotton one.

Many men here are beginning to order, and indeed to wear, their Spring suits and accessories. Of course, it is not as warm here in New York as it was down in Old Point Comfort, but even here the change is noticeable. The overcoat is still with us, but we are now wearing much lighter ones than two or three months ago. I noticed in the Waldorf-Astoria Hotel the other night, several men dressed in light-weight blue cloth overcoats. Blue is a color which in an overcoat, to my mind, is very much better in a light weight than in a heavy coat. One overcoat which I saw attracted me very much. The lapels were cut a good deal lower than those that have been prophesied for Spring and were not so much cut back from the shoulder as in some of the designs in the tailors' stores. The belt at the back was conspicuous by it absence. There were no cuffs on the sleeves. The lapel in the front rolled down to two buttons.

THE LOOKER-ON.

AMONG THE ADVERTISERS

NEW SUMMER SHIRTS.

W. G. & R. are showing an attractive range of Spring and Summer shirts. Two new lines are of fine crepe, one with a white cord stripe edged with blue. It has French soft double cuffs. Another crepe line has a blue and black lined stripe alternating with a jacquard over pattern. This has stiff cuffs.

This necktie has no end to it; it is 7½ feet around and reversible. It can be shifted around so as to provide a new surface each time.

A NEW TIE.

A tie that, pulled this way and that, twisted and turned into all sorts of shapes, yet retains its folds and does not crinkle or crease—this is the tie invented by Mr. William Mountain, manager of the Sterling Neckwear Company.

There has always been a difficulty in getting a tie to retain its shape after being tied a few times. Mr. Mountain solves the problem by having three lines of stitching through the back of the tie catching the padding inside. The idea is simple, but it is efficacious, because obviously the padding inside the tie cannot wrinkle nor run up nor get loose.

We are not surprised that orders in very large quantities are coming in for these ties.

LEISHMAN & CO. TO LARGER QUARTERS.

Wm. H. Leishman & Co., Limited, high-class tailors, Toronto, are moving into more commodious and improved quarters at 68 Temperance St., in the Robert Bond building. This firm have taken this step as they look for a return to prosperity in the near future. Their representatives will call early on the trade with their Fall and Winter range. Any one who desires an agency for this firm should write, as the one he wants may still be open.

HACHBORN & CO.'S NEW QUARTERS.

This is a view of the new Gregg building, of reinforced concrete, 50-54 York Street, Toronto, where E. G. Hachborn & Co. are now located. This firm occupy two entire floors with 25,000 square feet of space, all splendidly lighted from four sides. The factory is on the upper of the two floors, and the new premises will enable this firm to handle their clothing business even more efficiently than they have in the past.

CLOTHING AND THE TARIFF.

THE buyer for a large men's wear department which itself manufactures nearly $100,000 worth of men's and boys' clothing every year besides buying a much larger stock from manufacturers, declared that just as in the case of woolen dress goods, the great difficulty now was not the increase in the tariff so much as the impossibility of getting supplies in a large number of lines which have been stand-bys for a great many years. In addition to this difficulty was the rapid and constant rise in the price of woolen goods, which has been going on ever since the rush of the mills in England to make material for the soldiers. One of the outstanding results was that there would be no more $8 suits manufactured and the lowest that could be sold, in his opinion, was a $10 suit. That is in the lower grade and medium lines, the increase in cost would amount to nearly $2 a suit. In the higher grade lines, where made of finer wool for which there is not such a demand from the war office, the increase would be about $1.

He did not agree with the estimate a well-known clothing manufacturer had furnished to the press that the tariff itself would cause an increase of $1 per suit.

"This is almost double what we have figured out it will be," he said. "The tariff alone would not mean an addition of more than 50c a suit," is his opinion.

Up $1 to $2 for Fall.

"We are not making an immediate increase in the price of our clothing, as all our stock has been bought for Spring, but it will come into effect for Fall and it will average from $1 to $2 a suit, as compared with one year ago. Very little of the cloth is on hand for Fall manufacture, so that nearly everyone will be in the same position. Just to give you an example of the increase of the cost of material since August last:—On one line that we made a specialty of, a wool serge with cross-bred yarn in it, which we advertised more than anything else, we could buy it before for 1s. 6d. a yard; now it costs us 2s. In a great many cases, the goods are off the market entirely and we are uncertain whether we can get any of them for Fall. This applies to a large number of staple lines.

"I am informed that wool stock, which consists of clippings from tailoring departments and the better grade ready-to-wear clothing stores has increased from what it was before, 4c or 5c a pound, to as high as 18c. This will give you an idea of the great scarcity there is, when this stuff, which has to be ground up again, of course, is in such great demand."

SAVING TIME IN SPINNING.

Mr. Aked, of St. Thomas, Ont., has had an invention patented for an ingenious contrivance—a worsted spinning frame, having a doffing motion; that it, the machine automatically taking off full bobbins and replacing them with empty ones. It is claimed that on a 200-spindle machine the bobbins can be doffed and exchanged by two boys in 15 seconds, whereas on all previously invented machines the same number of spindles required the attention of ten boys, the same amount of work taking 15 minutes by hand under the old principles. The operation of the new invention is applicable not only to worsted, but to cotton, silk, flax, jute and all other fibrous substances. It can be readily adapted to old machinery used in the spinning industry.

THE CONTRASTING STITCHING.

"MEN'S gloves, like those for women, show almost invariably the contrasting stitching and embroidery," says The Glovers' Review. "A display in the men's department is very much like that in the women's section—there are the same colors and the same effects.

"As far as exclusiveness is concerned, the 'blacks' have it. The millionaire's glove it is called, and certainly it is smart enough to deserve the name. Still, three twenty-five or fifty the pair doesn't seem much for a glove of this sort which will outlast at least two of the other kind.

"Mochas have had and will continue to have an exceedingly big call. One firm has sold out its entire stock of silk-lined gray mochas. Chamois, too, is holding an especially good place in the market.

"The Easter glove, according to a well-known dealer, will be the washable cape. It is certainly an attractive glove. It is a fortunate thing, however, that the cherubic pinkness of its tone is relieved by the inevitable black stitching.

"Buyers of the men's big glove departments all speak approvingly of the increasing call for silk varieties among their customers. One in particular spoke of their almost universal use at the Summer resorts last year, and dilated on their coolness, their smartness, and their neat matching up with the white and black of the rest of the attire.

"Men's silk gloves are going to have a much greater vogue than ever next Spring is the prediction of glove men in Chicago. The Fall business in men's silks was exceptionally heavy and the retailers now look upon this style of handwear as a necessary part of their stock. Grey will have the lead as usual.

"The cotton fabrics, too, in imitation of the 'undressed' leathers, are meeting with increased call in the men's departments and in furnishing stores."

WHITE CLOTHES PARADE IN WINTER.

Members of the National Merchant Tailors' Association in convention in Chicago, displayed on the streets of that city, with the thermometer about ten degrees above zero, the latest thing in Summer suits for men; cream and white suits of Shantung silk, with straw hats and canvas shoes. These, they declare, will be worn this Summer.

MORE-THAN-ONE-HAT POLICY.

"Derbies have sold fairly well in some cities, notably New York, and would have sold better everywhere if the more-than-one-hat policy had been intelligently and vigorously pushed," says The Hatman. The longer you think about it the more ridiculous it looks that a man should own one soft hat and wear it every day and everywhere.

As is usual when the demand is moderate derby styles have been varied in character with the preference given to rather conservative shapes. These conditions promise to continue for Spring. Taper crowns with medium set brims will sell in 5½ by 1⅞ and 5½ by 2 inches. The popular proportions in fuller crowns will be 5¼ by 2 inches.

The tendency in soft hats for Spring leans toward taller crowns with rather narrow brims. The general shape of the flange will be more open, with less curl to the edge.

The E. P. Jenkins Clothing Co., Kingston, have disposed of their Westport branch.

MADE-IN-CANADA
BY EXPERT CANADIAN WORKMEN

KANT KRACK

Trade-Mark Registered

"ONE GRADE ONLY

Fact No. 7

Concerning KANT KRACK

—AND THAT THE BEST"

The lips are cemented and then reinforced by eyelets

You may ask how the flexible lip of the KANT KRACK can be a third heavier than the rest of the collar. Here is the reason in a nutshell: The lip is a separate and heavier piece, securely cemented to the main collar and reinforced by small, neat, unexposed rivets.

This KANT KRACK feature is exclusive and when the flexibility of the lip — the easy slide tie space, the long slit back, as well as the other exclusive features are considered, there is no questioning the customers' satisfaction you will promote by selling only this waterproof coated linen collar.

Stock up now and push KANT KRACK *collars for greater business.*

WE SELL DIRECT TO THE TRADE.

The Parsons *and* Parsons Canadian Co.
HAMILTON, CANADA

SHOW CARD WRITING CONTEST

ENTER THIS CONTEST—WIN A PRIZE

ARE YOU INTERESTED IN CARDWRITING?—THEN HERE IS AN OPPORTUNITY TO EARN A **FREE COURSE** IN THE CELEBRATED "EDWARDS SHORT-CUT SYSTEM" —the most modern and practical system in existence.

WHAT YOU ARE TO DO

Give 5 Reasons why the Clerk in the Retail Store should be able to write Show Cards

PRIZES

FIRST - To the contestant sending in the best set of reasons, we will give our complete Show Card Writing Course **absolutely free.**

SECOND To the next five in order of merit, we will give our course at **one-half** the regular price.

THIRD - To the next ten in order of merit, we will give our course at a reduction of **one-third** from the regular price.

FOURTH To the next twenty in order of merit, we will give our course at a reduction of 20% from the regular price.

To all who do not win a prize, we will allow a special reduction from the regular price of our course.
Note—Our regular outfit of materials will be included with these prizes.

CONDITIONS

1. Make your answers brief and write or typewrite them on a letter size sheet.
2. Put your **name, house address, and business address** in the upper left-hand corner of the sheet.
3. Mail in an ordinary envelope.
4. **Your answers must be in our hands not later than April 10th.**

Somebody will be the Lucky Winner—It may as well be YOU. Remember the date—APRIL 10th

ADDRESS—SHOW CARD CONTEST DEPARTMENT

SHAW CORRESPONDENCE SCHOOL, 393 Yonge Street, TORONTO

CARDWRITING MADE EASY.

Continued from page 32.

letters. This is to indicate the beginning and ending of the pen strokes.

The collection of cards shown this month indicates the use of the first three that are quite good enough for any store. These cards are not in the least of a fancy nature, but are plain and neat and suitable for any kind of display.

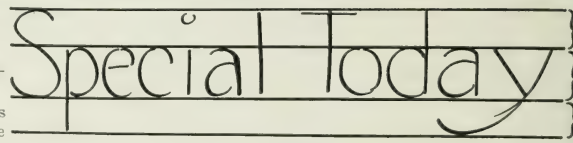


Fig. 2.

ON FITTING YOUNG MEN.

A manufacturer of men's clothing gave The Review the following advice regarding sales of models to young men:

Great care must be taken in connection with the new closely fitting models that the whole effect is not spoiled by the build of the man himself. They can only be used by the slight man. The young man who is inclined to stoutness must wear the regular cut, for he cannot make a combination of the narrow shoulders and a stout, rather than a slender, waist.

Nor can orders be taken for the peg top trouser with this type of coat. It would throw out the fit entirely. Not enough attention is paid to this by clothiers in taking orders for clothing or even in selling suits. The satisfaction of the customer depends to a greater extent upon the fit that he is given and if there is carelessness or lack of judgment it will react against future business.

Invisible Suspenders

This card is 16 by 7 inches, the other shown, "Spring Weight Combinations," 11 x 14 inches.

Wolthausen

Spring Styles

· THAT WILL GET THE CALL ·

If you haven't already stocked up, get in touch with us right away, for these hats are sure winners, and the kind that good dressers will go a mile out of their way to obtain. Better save them the walk by having an assortment on hand.

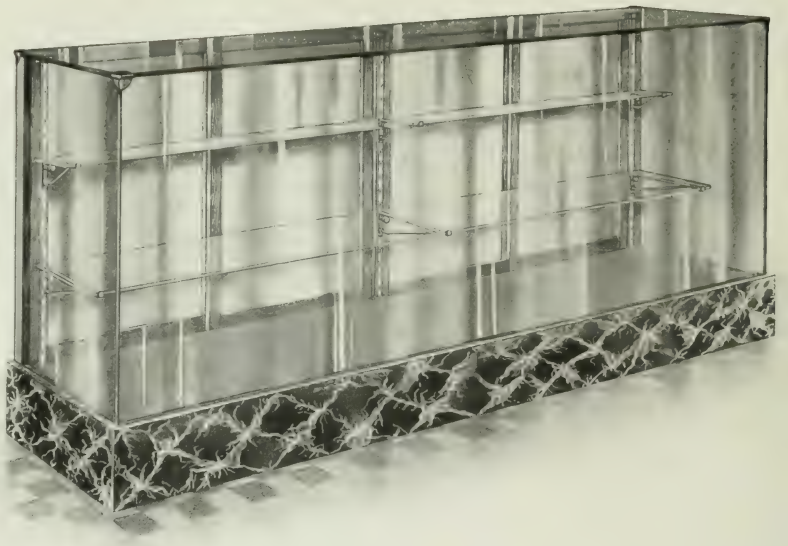
THE WOLTHAUSEN HAT CORPORATION

MONTREAL SALESROOMS
149 NOTRE DAME ST. WEST

BROCKVILLE, ONT.

TORONTO SALESROOMS
20-30 WELLINGTON ST. W.

J



Show Cases make or mar your store.

Show Cases of indifferent appearance or design mean poor displays.

Show Cases that have individuality add to your selling power by increasing the apparent value of your goods.

Show Cases made by Jones Bros. & Co., Limited, are different, have individuality and are the standard by which all others are compared. *Write for prices.*

Jones Bros. & Co., Limited

Eastern Branch
71-75 Bleury Street
Montreal, P.Q.

Head Office
29-31 Adelaide St. West
Toronto, Ont.

Western Branch
179 Notre Dame East
Winnipeg, Man.

"King George" Suspenders

Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.
BERLIN ONTARIO

AGENT WANTED
FOR
Black Cat Hosiery

We want the livest manufacturers' agent in Canada. One covering all territory thoroughly, and capable of producing big business.

The **"BLACK CAT"** Hosiery Line needs no description. It is the acme of Quality. Our delivery service is perfect.

Here's an opportunity for the right firm to connect with the greatest Hosiery Mill in the United States.

Write to-day!

CHICAGO-KENOSHA HOSIERY CO.
KENOSHA WISCONSIN

"Craftana"

Registered No. 262,00.

THE HALL-MARK OF
Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP,* it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR,* and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET,* making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

Help solve Mother Canada's Boys' Clothing problem

Made specially to withstand the severe wear and tear of boyhood, Lion Brand Boys' Clothing will prove a big factor in solving Mother Canada's boys' clothing problem. Their double seat, knees and elbows ensure them withstanding the wear where the wear is greatest.

You will find Lion Brand a profitable line to handle, for besides their long-wearing qualities, which will recommend them to the Mothers, they have a smart, stylish cut which will delight the wearers themselves.

Write now for samples of a line that will mean satisfaction for mothers, delight to the boys, and increased business for yourself.

The Jackson Mfg. Co., Clinton, Ont.
Factories at :—Clinton, Goderich, Exeter, Zurich

Profitable Boys' Business

Pants that stand the tear

You need not beg for business in your boys' department when you once get

Poole's

"Paragon"

Pants

thoroughly introduced to your trade. These pants are business - getters, they're profitable and have a lasting pull because they stand the abuse given them by the boys. Made in all styles and materials. **Samples sent on request.** Men's and boys' pants our specialty.

Geo. C. Poole & Co.

SUCCESSORS TO THE ANDREW DARLING CO. LIMITED

Darling Building
Toronto

Dale Coat Forms

—for the effective display of men's Spring suits

Neat, catchy displays, giving authoritative information as to what is correct to wear, always make a hit and create sales with the up-to-date, worth-while customers of your town.

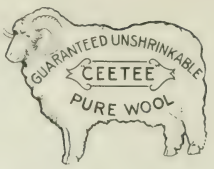
But to show effectively the suits that will be **the** thing this Spring and Summer, you need Dale Coat Forms with their narrow shoulders, conforming with Fashion's decrees.

Send in an order for a couple.

The Dale Wax Figure Co.
Limited

The Largest Manufacturers of Display Forms in Canada

Formerly Dale & Pearsall
106 FRONT ST. E. TORONTO



There Was Only ONE Firm in the Whole of Canada that had Machines that could make Underwear similar to that which the British Imperial Representative brought with him for Army Underclothing.

That firm was the

C. TURNBULL CO.

These machines are the machines that make the famous "CEETEE" Underwear that is knit to fit the human form. It is shaped in the process of knitting and it is this special process of manufacture that gives to "CEETEE" Underclothing the qualities that has earned its great reputation in Canada.

We have yet to hear of a dissatisfied user of "CEETEE" Underclothing.

Always stock

"CEETEE" UNDERCLOTHING

not just because it is Made in Canada, but because you cannot get better anywhere in the world.

The C. Turnbull Co. of Galt, Limited
GALT, ONTARIO

Manufacturers of Turnbull's Ribbed Underwear for Ladies and Children—"M" Bands for Infants and "CEETEE" Shaker Knit Sweater Coats.

A-53 Heavy Jumbo All-Wool Coat

THE OUTING BRAND

Knitted Wear

To-day's and to-morrow's wool prices will be two entirely different things. The warring nations have drained the world of its surplus stock of wool—knitted goods are going up in price—they must go up. By placing your Fall orders now you will not only save on the price, but you will ensure delivery when you want it.

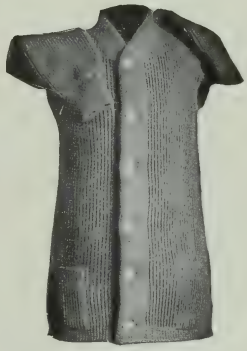
"Outing" Brand Knit coats represent the maximum of fit, finish and comfort. Write for samples.

Also ask about our men's heavy wool underwear, socks and gloves for Fall.

MADE IN CANADA

Frank W. Robinson, Limited

BATHURST and WELLINGTON STS.
TORONTO



V-56.

This is the coat we supplied the Canadian Government. It's well made, of pure wool, perfect in fit and finish; made in Khaki only. Write for sample.

THE COATS THAT ARE TAILORED TO FIT

DENT'S D GLOVES

(REGISTERED)

The Well-Dressed Man

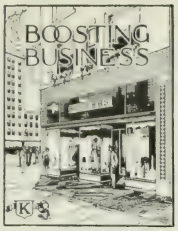
is invariably fitted out with a pair of **DENT'S**, the leader in men's gloves for over two centuries.

Is your stock well assorted for **Easter trade,** when there is bound to be a demand ?

Let us know your requirements for **immediate shipment.**

Our travellers are now out with a full range of Fall Samples.

DENT, ALLCROFT & CO., Montreal



Book of Store Front Ideas for You

"Boosting Business No. 21" was compiled and printed for you—not just to amuse you, but to show you photographs and drawings of other retailers' successful Store Fronts.

For more than eight years we have been studying Store Fronts from your angle—we've worked with retailers, contractors and architects in the erection of over 40,000 KAWNEER STORE FRONTS and our experience has given us an understanding of the many details and problems in this work that can be acquired in no other way.

Don't take another step in the planning of your new Front until you read this book and study the illustrations — it's a veritable guide, and all we ask you to do is write for it.

Kawneer STORE FRONTS

And we are ready to work with you, too. No matter where you are located there is a KAWNEER representative to pitch in and help you thrash out the details —he is a Store Front expert, trained in this work, and can give you good ideas as well as save you money by avoiding the mistakes so commonly made.

But first get your copy of "Boosting Business No. 21" —just a card will bring it and without obligation to you.

Kawneer
Manufacturing Company
Limited
Francis J. Plym, President
Dept. Q, GUELPH, ONTARIO

556

Soldiers' Belts

for Money and other purposes

Above is illustrated a soldier's belt—a very necessary article in his equipment. It contains six pockets of various lengths; one for his money, another for tobacco, and so on.

No. 842 (as shown in illustration) is made of smooth kid leather to retail at $1.00.

No. 843 is made of velvet finish leather, to retail at $1.50.

Every Soldier Needs One

These belts are so serviceable and handy that they will instantly appeal to every soldier who sees one as the very thing he needs to keep his belongings in.

We have a large range of other designs, some to retail for 75c.

Write for samples.

Western Leather Goods Company, Limited

Makers of Men's Belts, Collar Boxes and all kinds of Fine Leather Goods.

1191 Bathurst St. Toronto

Still the New "E" Coat Form

This English-American coat form gives the proper set to the garment displayed. Has the round, narrow shoulder. Makes the collar stand up without bulging, and the front to hang right, either buttoned or unbuttoned.

This form is adjustable to any desired height, and can be used for any style of men's coat. **For overcoats see No. 4AE style.** Bronze papier mache heads, life size, cost $3 and are new and add dignity to your display.

PRICES

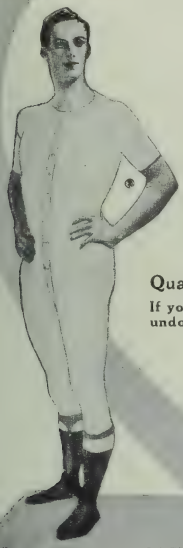
No. 5E, as cut	$ 5.00
9-in. round base in black Japan	4.50
9-in. round base in oxidized copper	6.00
4AE, 12-in. base, 1¾ standard, for overcoats, oxidized copper	7.00
Coat form with oak stand and revolving motor, as used by New York tailors, oxidized copper (Runs twelve to fourteen hours after winding.)	30.00

Try something moving if you want to attract attention.

Finished with life-size Bronze P.M. Heads, $3.00 extra.

Vest form, japanned	3.00
Vest form, oxidized copper, round base	4.00

A. S. RICHARDSON & CO.
99 Ontario Street
TORONTO



ZIMMERKNIT

HIGH GRADE

UNDERWEAR

FROM a small beginning a few years ago, the Zimmerknit business has grown to big proportions.

Quality did it.

If you are not stocking Zimmerknit yet, a small beginning in the form of a trial order will undoubtedly grow into an annual Zimmerknit turnover of large proportions in your store.

Zimmerknit underwear is made by Canadians in a distinctly Canadian factory.

Zimmerman Manufacturing Company, Limited

Hamilton, Ontario

Agents: E. H. Walsh & Co., Toronto; W. R. Begg, Toronto; A. R. McFarlane, Vancouver.

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BEST KNIT LIMITED, BRAMPTON

Bigger and Better Business Than Ever

Plan on small business and you will get what you plan on. We have planned on "bigger than usual" business by preparing a larger range than ever of Ladies', Men's and Youths' Sweater Coats and Pull-overs and Men's Half Hose. To facilitate greater output and at the same time to uphold the superior quality of "Best Knit" goods, we have recently amalgamated with the May Manufacturing Co., of Toronto, whose complete modern plant has been installed here.

This gives us double the output. **Our 1915 range is worth your early inspection**

OUR REPRESENTATIVES:

For Northern and Eastern Ontario: Blackmore Macdonald, 37 Front St. W., Toronto.

For British Columbia: Geo. Campbell & Co., 307 Mercantile Bldg., Vancouver.

For Western Provinces: G. W. MacFarland, 197 Westminster Ave., Toronto.

For Montreal, Quebec and Maritime Provinces: P. M. LeMaistre, 16 McGill College St., Montreal.

For South-Western Ontario: D. Williams, 180 Concord Ave., Toronto.

Head Office and Factory—BEST KNIT LIMITED, BRAMPTON, ONTARIO

Dufferin

(MADE IN CANADA)

Lounging Robes
Bath Robes
House Coats

combine qualities of splendid fit with neat and smart designs.

See salesmen or ask for samples.

Special attention to mail orders.

Dufferin Shirt Co.

Makers of Outing Shirts, Night Shirts, Pyjamas, Lounging Robes, Bath Robes and House Coats.

914 Dufferin St. TORONTO

ONE DOLLAR

brings this paper to your address for one year. This is the first issue of the New Series of Men's Wear Review. We hope you will find this issue useful. Succeeding issues will be just as useful or more so, as it will improve as it goes along. Get your order in to-day, so as not to miss a copy. Address Subscription Dept.

Men's Wear Review, 143-153 University Ave., TORONTO

BLACK PRINCE

THE BIG SELLER FOR 1915.

The sales of the Black Prince Shirt for the last twelve months, rank with the biggest business we ever did in this line.

For 1915, indications promise that this business will be even bigger than any previous year.

The reason—

That in quality the Black Prince is in a distinct class by itself—a big, roomy shirt, cut on large lines, well finished. Guaranteed in fast color.

You can order Black Prince from any wholesaler, it is the big all-year-round seller in work shirts.

Made and Guaranteed by

The Canadian Converters Co., Limited

Who is doing the Club and Military tailoring of your town?

There is always a hand-some extra profit to be made by catering to this trade of any town and by exercising vigilance you can materially add to your business turnover. There is going to be a bigger demand than usual this year for military and semi-military uniforms. Home Guards and Rifle Clubs are being formed all over the Country. Hardly a town in the Dominion but has a number of organizations, military and semi-military, and a great many merchants are going to reap a handsome profit through meeting the clothing requirements of these organizations, as well as the class of trade that cannot be suited from made-up clothing stock.

Why not get in on this by securing the Crown Tailoring Agency in your town?

Military and semi-Military tailoring with us is a specialty. Our designer having had many years' experience in contract work for the British War Office, we are fully qualified and equipped to turn out orders in the shortest possible time, while preserving our inimitable Crown Tailoring Standard.

Write now for full particulars re our Agency and let us show you how to secure a nice extra profit in your clothing business, without extra cost or trouble to you.

The Crown Tailoring Co., Limited

TORONTO, CANADA

MEN'S WEAR REVIEW

May
Number
1915

28 "Service" Branches Throughout Canada.

Canadian Consolidated Rubber Co., Limited
MONTREAL, P. Q.

"DOMINION" RAINCOATS

are entirely

MADE IN CANADA

NO OTHER BRAND IS

Send to our nearest branch for prices and full information

Canadian Consolidated Rubber Co., Limited
MONTREAL, P. Q.

28 "Service" Branches Throughout Canada.

PANAMA CHECKS

The Latest Novelty

The Season's Newest Novelty. We show fifty different ideas, all popular priced. $4.25 per doz.

Splendid line for window display. Very attractive. Will sell on sight. Popular priced. $4.25 per doz.

Our Salesmen are now making special showing of this Novelty along with many other lines—do not miss seeing our range. Note—We deliver our latest Novelties promptly.

E. & S. Currie, Limited

Largest Makers of Neckwear in Canada **Toronto, Canada**

Have you the sign that will attract the twenty-dollar footstep to your store?

There are twenty-dollar footsteps pointing past your door every day—footsteps of the men who are headed toward their tailor and who are paying on an average of $20 or more for their clothes.

Tell these men with a "Style-Craft" sign in your window or over your door that they need go no further, but can save money by turning their footsteps into your store and inspecting your "Style-Craft" styles and samples.

The "Style-Craft" Agency costs you nothing. If you want it, with its big money-making possibilities, **write to-day** to find out if the agency has been located in your town. If it hasn't we will forward the complete range of samples, charts, etc.

We're showing a very fine range of fabrics and styles for smart two and three piece Summer Suits

WRITE NOW

E. G. HATCHBORN *and* COMPANY

New Address: 50-54 York St.

TORONTO CANADA

Suits to Measure
—*military and otherwise*

Yes, Smith is a fat man and he knows it; Brown is a tall "Slim-Jim" and you don't need to tip him off about his extended appearance—they're both "out sizes" and have the idea that the only man who can fit them is the tailor down the street. These are not the only "out sizes" in town. There are many and their business is good. Then too, there are the men who would not have anything but a tailored-to-measure suit, the men you can't touch with a made-up suit, and last, but very important right now, as the fourth contingent is being formed, the officers who supply their own uniforms.

Beside these there is a big demand for semi-military uniforms; uniforms for rifle clubs, etc.

With the Agency for

Style-Craft
TAILORED CLOTHES

this trade is yours or a great deal of it.

No need to carry a stock, no need to tie up money, simply give floor space enough for a small table or a corner of your counter.

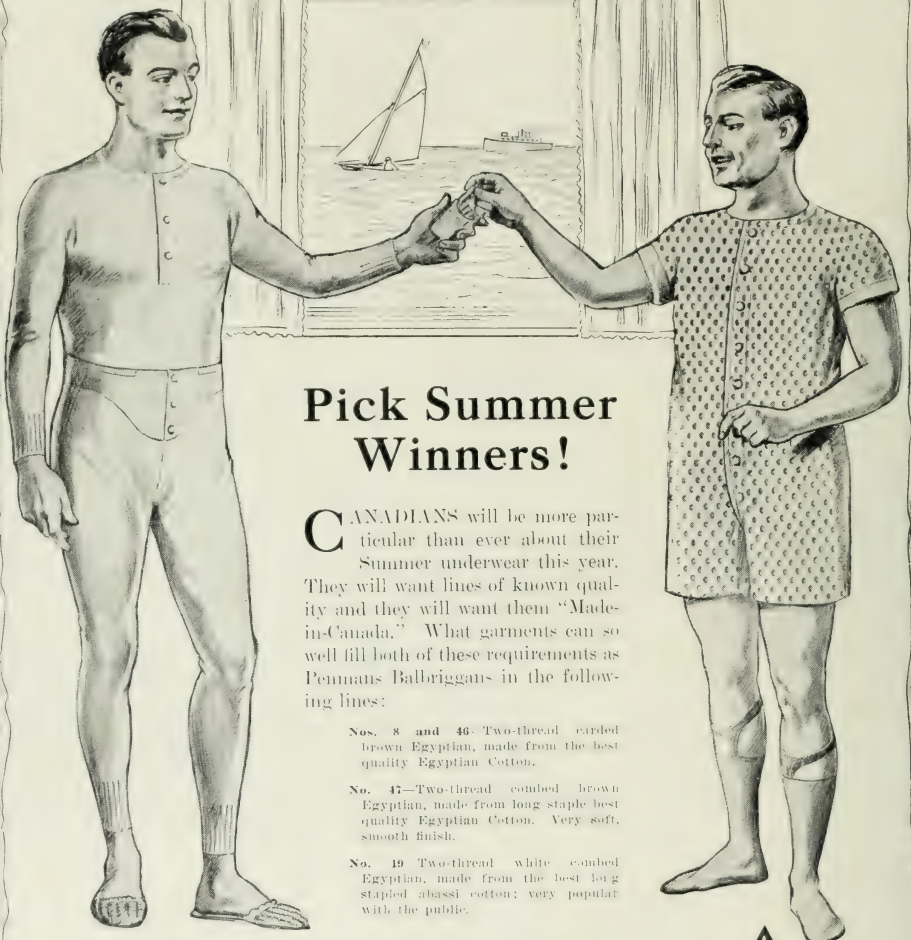
"Style Craft" service is guaranteed to give absolute satisfaction.

Write for particulars.

E. G. HACHBORN *and* COMPANY

New Address: 50-54 York St.

TORONTO ∴ ∴ CANADA



Pick Summer Winners!

CANADIANS will be more particular than ever about their Summer underwear this year. They will want lines of known quality and they will want them "Made-in-Canada." What garments can so well fill both of these requirements as Penmans Balbriggans in the following lines:

Nos. 8 and 46—Two-thread carded brown Egyptian, made from the best quality Egyptian Cotton.

No. 47—Two-thread combed brown Egyptian, made from long staple best quality Egyptian Cotton. Very soft, smooth finish.

No. 19—Two-thread white combed Egyptian, made from the best long stapled abassi cotton; very popular with the public.

Also many other lines such as mesh and bird's-eye stitches in white and brown Egyptian shades, and a large variety in other flat lines. Made in all styles and cuts, two piece, union suits, athletic, etc.

Penmans Limited - Paris, Ont.

Penman's Angle
WARRANTED HIGH GRADE KNIT GOODS

Penmans
Balbriggans

Our Fall and Winter 1915-1916 Models are now ready for your inspection

Representatives will call in good time with a most complete range

This is one of our Smart Spring and Summer Models

One of our many popular numbers which is making a strong bid this season for the trade of the better dressers.

Military Officers' Uniforms Made-to-Measure

We are in a position to tailor in our Made-to-Measure Department all regulation garments for officers. Prompt delivery assured.

We will be pleased to forward samples of cloth, cuts, etc., on application from our customers or prospective customers.

Wm. H. Leishman & Co., Limited

Wholesale Custom Tailors

68 Temperance St., corner Sheppard St. - - - - TORONTO

A Store Front

IF each of the 308 business days in 1915 could show an increase of 5 people to enter your Store, you would have 1,540 extra prospects Suppose these averaged a profit of $1.00 each—that's $1,540 or 10% on $15,400. Suppose they averaged but 50c, that would mean 10% on $7,700.

We honestly believe you can increase your prospects fully that much. Why, 5 extra people a day is too conservative—and your new Front will cost thousands less than $7,700, depending of course upon its size and construction.

Kawneer
STORE FRONTS

There isn't a Store element, a human salesman, who can show such an earning as a KAWNEER FRONT. And, mind you, KAWNEER is built to last—to "stand up" under the wear and tear of the elements—to resist water and sun. You will never have to paint it and the glass will be held by a "safety first" grip. Then think of the show window ventilation and drainage KAWNEER provides.

You actually pay for a new Front even though you may not get it. Ever think of that? Suppose you allow enough people to *pass by* your Store uninterested who, if they could be attracted, would mean a profit of $770.00 a year. Don't you see a KAWNEER FRONT would pay for itself in a few months?

And if you install a new Front, don't let an apparent saving of a few dollars blind you to the real purpose of the Front. If, by installing a cheaper Front, you can "save" $200.00, for example, and will eventually lose many times that much in lost sales, higher cost of maintenance, out-of-dateness and inconvenience (and at no time have a modern appearing Front) do you believe that is economical and conservative buying?

The installation of a new Store Front is of such importance that you cannot afford to rush into and out of the proposition hurriedly. Investigate—find out what other retailers have done, what your business requires, all the time consider your Store Front as a sales power—not a mere partition.

to be Proud of

Kawneer
STORE FRONTS

And KAWNEER FRONTS—well, 40,000 of them have been installed in less than nine years. Right on your street are some. Why not step in and ask some of the retailers behind them what *they* think. We will be glad to abide by what they tell you.

Our knowledge of Store Fronts, in the designing and building of them, has been gained by actual experience—working with Merchants, Contractors and Architects. We have compiled a world of information about Store Fronts in a book called "Boosting Business No. 21" and have a copy here waiting for you. Just fill in this coupon and send it to us and the book will be sent to you immediately without obligation. This is not a book on window trimming or a picture book for your errand boy, but a serious compilation of Store Front ideas published for you to profit by. Just the coupon will bring the book to you at once.

Kawneer
Manufacturing Company
Limited
Francis J. Plym, President

Dept. Q.
GUELPH, ONT.

COUPON

KAWNEER MFG. CO.
Dept. Q, Niles, Mich.
Please send us "Boosting Business No. 21" without obligation.

Name .....

Street and No. .....

City or Town .....

551

Announcement Extraordinary Fast Mail Overalls

BEGINNING first of April the Dodshon Overall Company, Windsor, Ont., will place their entire line of Fast Mail Overalls on a basis of **$12 a dozen, less 10 per cent. 10 days,** enabling merchants to sell the line either at the special price of $1.00 or the regular price of $1.25.

The "Fast Mail" is the only high-grade overall sold on this basis and this revision of price, which gives the merchants an excellent profit, is made without the slightest lessening of quality of workmanship or material or elimination of any of the **16 patented features which cannot be found in any other garments.**

Remember this: Fast Mail overalls are a high-grade line made of the heaviest materials, and that it is the first and only line giving the merchant this exceptional opportunity.

Dodshon Overall Co., Limited

WINDSOR, ONTARIO

Dufferin SHIRTS

Made in Canada

The dial points to a big season sorting for 1915 in Sport and Reversible Collar Shirts.

We are well equipped to supply the trade with a neat, extensive range at prices ranging from **$9.00** to **$42.00** doz.

Our showing of Soft Shirts with French cuffs for street wear is complete. A nice and attractive stock can always be selected from these.

Mail orders always receive our prompt and careful attention.

DUFFERIN SHIRT COMPANY

Makers of Outing Shirts, Night Shirts, Pyjamas, Lounging Robes, Bath Robes and House Coats

914 Dufferin Street, TORONTO

Style, Fit, Finish Attention to Details

These are points you cannot overlook in selecting odd pants for men — men who know good from poor garments.

Poole's Paragon Pants

go farther than this. They represent the acme of all 'round value—right goods, at right prices. They are made of selected British fabrics, and sell at popular prices.

Samples are waiting for your request.

We specialize on men's and boys' pants.

Geo. C. Poole and Company

Successors to Andrew Darling Company, Limited

DARLING BLDG. TORONTO

Attract Business To Your Store

If Mr. Smith of your town were in need of a suit and he saw one in a window that instantly appealed to him, the chances are he would buy that suit. Are you losing sales by not having your clothes effectively displayed in your windows and store?

This Dale Coat Form here illustrated conforms in every detail with the styles now worn—the narrow shoulders; slightly form defining waist line.

Brings more business into your store by ordering a few Dale Coat Forms.

The Dale Wax Figure Co.

Limited

The Largest Manufacturers of Display Forms in Canada

Formerly Dale & Pearsall

106 FRONT ST. E. TORONTO

Sales Booster

THE FOURTH

Ah! here he is—the boy just budding into manhood—the boy to yesterday, the young man of to-day, the man of to-morrow.

You know him and his, what you might call premature ideas; we all know him and perhaps if we look back we might see him in ourselves—most of us were "tarred with the same stick."

Try an

Arlington Waterproof Collar

and wear the contented smile

Well to get down to sawing wood, how are you going to deal with this "young-old" man? His wants are many and though his actual purchases may not aggregate into a fortune his trade is worth while.

First he starts out by selecting a collar, a linen one for Sundays and holidays; he selects a style that he sees his older brother wearing, his taste is set, but linen is too expensive for everyday—they wear out too quickly and the laundry man is a "hold up" man to him. Then he decides to wear waterproofed linen—ah! that's the thing—now for the right kind.

Sell him one that hugs his tie so affectionately that he forgets his Sunday School lesson and you're in wrong first thing—but sell him an **Arlington** and you're his friend, for the Arlington has the easy-sliding tie space which produces a smile that starts the day right.

How about setting up a little display of **Arlington Collars** in your window and making a ticket like the one here shown, using a black or blue pencil, or better still, a brush and paint, if you can? Use the collar cut shown below, "The Eclipse." It's a popular Summer model. There's a style for every taste, young and old, in the Arlington range.

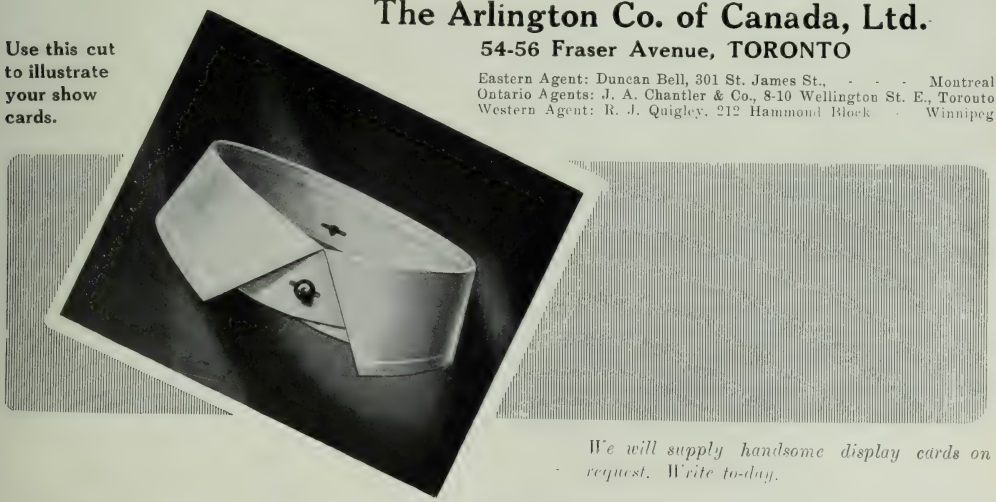
Better send for catalogue.

The Arlington Co. of Canada, Ltd.

54-56 Fraser Avenue, TORONTO

Eastern Agent: Duncan Bell, 301 St. James St., - - - Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block - Winnipeg

Use this cut to illustrate your show cards.



We will supply handsome display cards on request. Write to-day.

You *know* Overalls, Uniforms, Shirts and Coats are

if they have this STIFEL'S REGISTERED mark on the back of the material on the inside of the garment.

It's the cloth in the garment that gives the wear.

Stifel's Indigo Cloth

Standard for over 75 years.

Its continuous sale for over three generations is certain proof of extraordinary quality. Stifel Indigo wears like leather. Every washing makes it like new.

STIFEL'S REGISTERED This little mark is put on the back of the cloth on the inside of the garments for *your* protection and your customers'.

Look for it before you buy, and you'll be sure of the best business builders in the trade.

All printed Denim patterns are protected by patents.

Cloth manufactured by

J. L. STIFEL & SONS

Indigo Printers and Dyers WHEELING, W. VA.

SALES OFFICES

New York . . . 260-262 Church St. | St. Paul . 238 Endicott Bldg.
Chicago . . . 223 W. Jackson Blvd. | Toronto . 14 Manchester Bldg.
San Francisco, Postal Telegraph Bldg. | Winnipeg, 400 Hammond Block
St. Joseph, Mo. . Saxton Bank Bdg. | Montreal . 489 St. Paul St.

No Men's Wear Outfit is Complete Without a Watch

No Watch Is Better Fitted For A Man's Wear Than An

Ingersoll

The Watch That Made the Dollar Famous

Practically every man carries a watch. He wants it, not as a jeweled ornament, but as a timekeeper. It must companion him in his everyday life—must go through all his activities and exertions without missing a tick. Like modern clothes, the modern watch must allow for freedom of action.

Such a watch is the Ingersoll. Thoroughly accurate and reliable, timing as closely as a man needs to be timed, it will yet stand harder usage than any other timekeeper made. Even the extreme strains of military campaigning affect it little, as scores of letters from the front have testified.

The opportunities for Ingersoll sales are almost limitless.

The man purchasing outing clothes doesn't need much persuasion to add an outing watch. Every buyer of haberdashery is a watch user. In fact, hardly a customer coming into your store isn't an Ingersoll Prospect. A display of the watches in your window, a case of them on your counter, is usually a sufficient reminder.

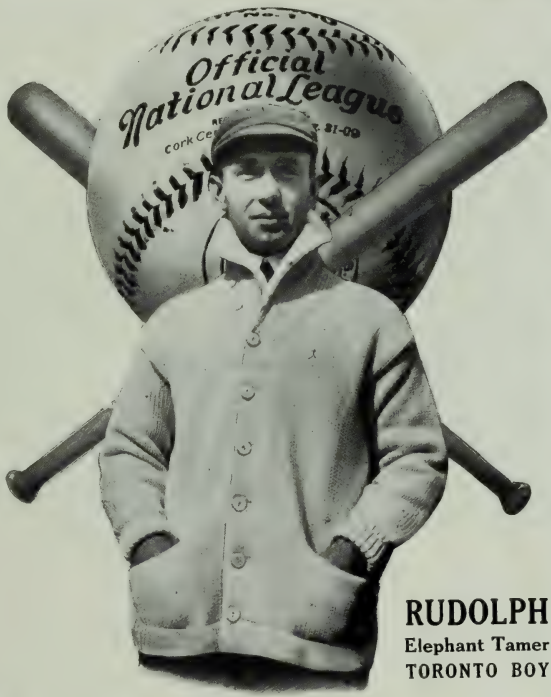
You do not have to buy Ingersolls in large quantities to get Ingersoll selling helps. They are included in every order, however small. Ask your jobber for particulars, or address

Robt. H. Ingersoll & Bro.

200 McGill Street, Montreal, P. Q.

BASEBALL and other out-door sports are taking the field and again is ushered in the indispensable Sweater Coat adapted to this class of wear.

The illustration shows RUDOLPH, the big hurler of the Bostons for 1914. He is now in Vermont working out for his 1915 campaign. RUDOLPH is wearing "MONARCH-KNIT," the ideal Sweater Coat for comfort and service.



RUDOLPH
Elephant Tamer
TORONTO BOY

Your customers will ask for "MONARCH-KNIT." We will be pleased to submit samples and any order will receive our prompt attention.

"MONARCH-KNIT" the Standard for Style, Quality and Workmanship.

The Monarch Knitting Co., Limited

DUNNVILLE, CANADA

"Made in Canada"

This Store Equipped with Taylor-made Rack System

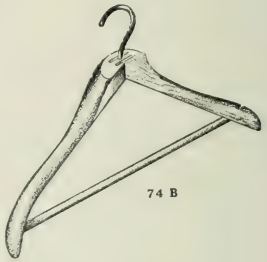
33 I.B.

No. 33 I.B.—Combination Suit Hanger, per 100 - - - - - $7.50

No. 33 B.—Boys', 15 inches wide. per 100 - - - - - - - 7.50

No. 74 B.—Combination Suit Hanger, with inserted Trouser Bar, per 100 - - - - - - 15.00

A Perfect Hanger



74 B

Made of Polished Steel Tubing

No paint, no rust, no tools or trouble to set up. Shipped crated, K.D. Ball Socket Rollers.

Six feet long, six-post $10.50

Eight feet long, six-post - - 11.50

Ten feet long, six-post 12.50

Made of Oxidized Steel Tubing

Six feet long, six-post $13.00

Eight feet long, six-post - - - - - - 14.00

Ten feet long, six-post 15.00

Suit Racks, 5 feet high, 26 inches wide. Overcoat and Ladies' Garments 6 feet high.

Our complete Catalogue No. 84, giving splendid ideas for the window man, free for the asking. Mail Orders filled promptly. Send us your order to-day.

The Taylor Manufacturing Co., 82 Queen Street North HAMILTON, ONT.

New lines of Spring and Summer Underwear from the 1916 IMPERIAL RANGE

1915 sees us planning on a greater 1916 business than ever before. With this idea in view we are adding new lines to our already wide range, including: Men's balbriggans, lightweight merinos and worsteds in either two-piece or combinations.

These new garments come in elastic-ribbed or flat.

Plan ahead on your 1916 *needs and aim at bigger business by writing for an early inspection of the New Imperial lines.*

Kingston Hosiery Company

KINGSTON, ONTARIO

Canada's Best

In every way—is Ceetee Underclothing. It must be we are the only ones that have the machines to make underclothing like it. A real underCLOTHING- that fits each person accurately, snug, yet comfortable and the wool!—soft, eh? and fine and clean, you never saw anything like it in mere underWEAR- it costs a little more sure but it's worth it, and you really pay nothing for the fit and comfort of

"CEETEE"

UNDERCLOTHING

The price is based on the quality of the material we use. When the British Imperial Representative came to buy Army Underclothing he found that we had the only machines in Canada to make Underclothing like his samples — they were the CEETEE Machines. Of course, he was particular had to be —men's lives depended on it. Good stuff this—don't you think? Old to you? maybe but some of your customers haven't heard it—why not tell them? -More money for **you** and **us** if you do -boost!

The C. Turnbull Co., Ltd.

of GALT, ONTARIO

We want to SHOW you.

If you have not bought from us before, we ask an opportunity to show our samples.

We have written advertisement after advertisement about the reliability of our merchandise, our exceptional values and our care in filling orders—perhaps in this way have raised your expectations.

We do not desire to evade the issue — rather we invite your criticism.

Prove our statements by a trial order, through our traveller or by mail, and judge us by our goods. Will YOU do this?

THE W. R. BROCK COMPANY (LIMITED)

MONTREAL

BROPHEY'S
Dollarswirth Umbrella
$1

A Dollar Umbrella worth branding. Feature the DOLLARSWIRTH umbrella and increase your sales. Window posters and display cards supplied.

CANES

We are prepared to help you take advantage of the present unprecedented demand for walking sticks. You can reap a large profit by featuring our styles. Prices range $4.50, $6.00, $9.00, $12.00, $15.00 and better. We supply a fine counter display stand in either oak or mahogany, with every $25.00 order.

Swagger sticks also in stock, to retail at 25c.

BELTS

We pay particular attention to style, quality, and workmanship. Our range is complete in all styles.

The Brophey Umbrella Co., Limited
266 KING ST. WEST, TORONTO

Umbrellas, Canes, Suspenders, Belts, Garters.

Haugh BRAND

Duck Clothing

insures you against counter-soiled garments.

At this season of the year there is a splendid demand for Haugh Brand Duck Clothing from the Butchers, Grocers and their clerks. Every white garment bearing the Haugh Brand trademark is wrapped in individual dust-proof packages, thus ensuring cleanliness and loss from counter-soiled goods. And each Haugh Brand garment is full size, shrinkage being allowed in cutting.

Write for Catalog and Prices.

Defiance Mfg. Co., Limited
College and Bathurst Sts., TORONTO

"Craftana"
Registered No 26217

THE HALL-MARK OF
Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

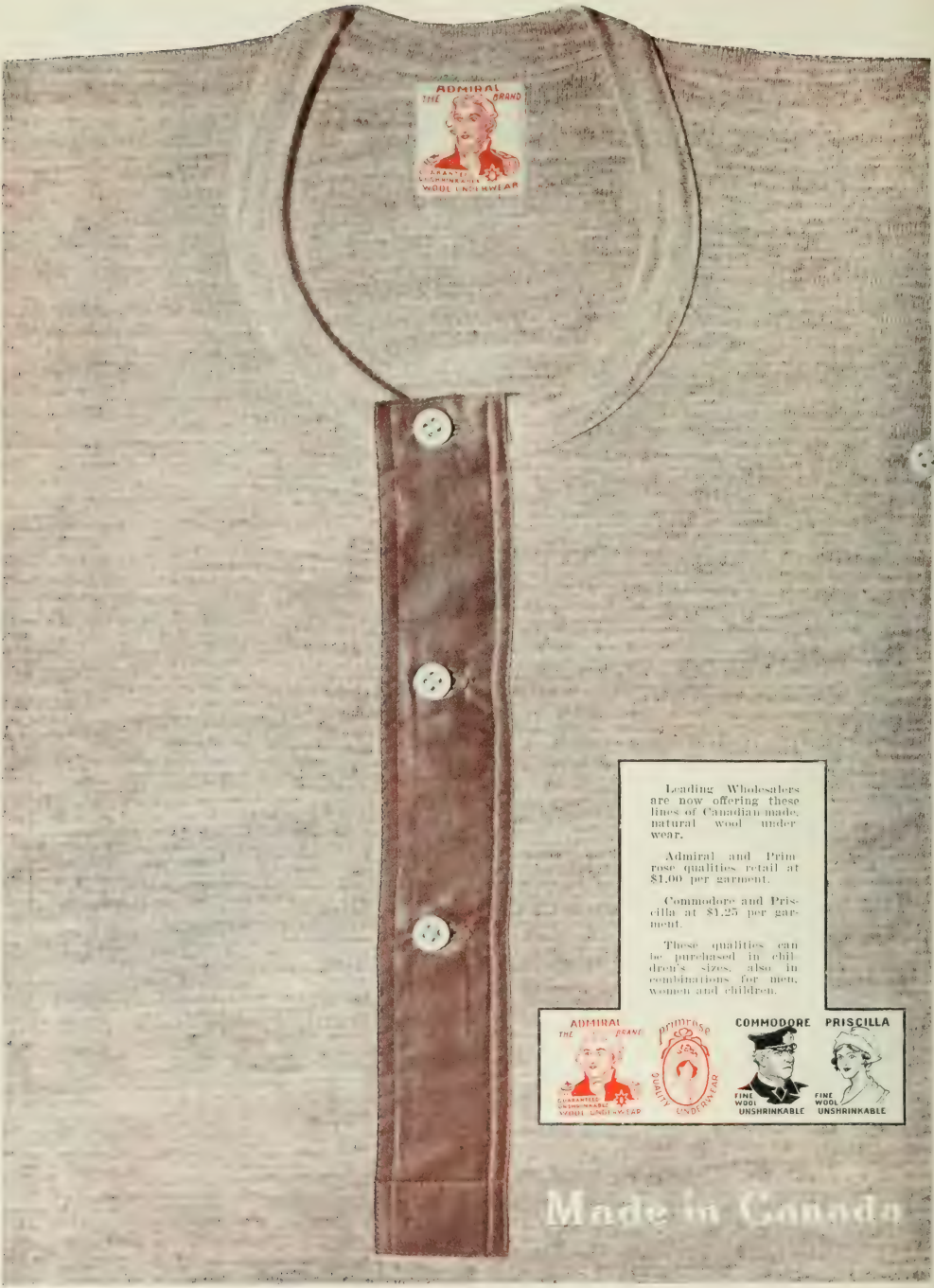
ANOTHER STEP FORWARD
BY A ST. CATHARINES MERCHANT

ROBT. BIGGS
FOR INCREASED SALES AND PROFITS INSTALL AN

EASYSET
SYSTEM
METAL STORE FRONT
"MADE IN CANADA"

A Postal Card will bring Catalogue "M" to you—without any obligation.

H. J. ST. CLAIR CO., LIMITED
69 TORONTO ARCADE TORONTO, ONT.


ADMIRAL
THE BRAND
GUARANTEED UNSHRINKABLE
WOOL UNDERWEAR
Leading Wholesalers are now offering these lines of Canadian made, natural wool under wear.
Admiral and Primrose qualities retail at $1.00 per garment.
Commodore and Priscilla at $1.25 per garment.
These qualities can be purchased in children's sizes, also in combinations for men, women and children.
ADMIRAL
THE BRAND
GUARANTEED UNSHRINKABLE WOOL UNDERWEAR
PRIMROSE
QUALITY
UNDERWEAR
COMMODORE
FINE WOOL UNSHRINKABLE
PRISCILLA
FINE WOOL UNSHRINKABLE
Made in Canada

MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 5 TORONTO, MAY, 1915 No. 4

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President.* H. T. HUNTER, *General Manager.*

T. B. COSTAIN, *Managing Editor.*

(ESTABLISED 1888)

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

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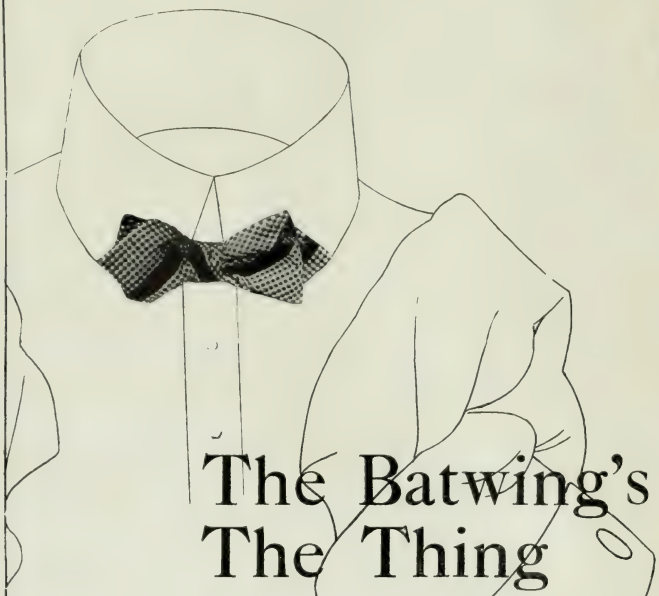
SUBSCRIPTION PRICE Canada, Great Britain, South Africa and the West Indies $1 a year; United States $1.50 a year; Other Countries, $2 a year; Single Copies, 10 cents. Invariably in advance.



The Batwing's The Thing

Never before in recent years have the Batwing Bows been so much worn as at present, and each month towards Summer increases the demand for this style of cravat.

We are making a number of novelty ideas, any of which **will add stimulus** to your trade, novelties that are not freaks, but different from the past, and ordinary styles and still within bounds of good taste.

The above Batwing Bow is Black and White Shepherd's Check, with Black bias stripes.

Note the pointed ends, a smart change from the square.

Three sized checks, assorted to the dozen.

Price $4.25 per doz.

Send for an assortment of our various novelties in Batwings, priced at $4.00 and $4.25 per doz.

A. T. Reid Company, Limited

TORONTO

Makers of Reid's Real Bengalene Cravats

"40 Shades."
The Aristocrat of Neckwear

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

MWR

Published MONTHLY

143-153 University Av. TORONTO-CAN.

VOL. V. TORONTO, MAY, 1915 NO. 4

WINDOW TRIMS IN NEW YORK

Illustrations of the Most Approved Methods of Displaying Goods — Windows Showing Cravats and Clothing—Details of Their Make-Up.

By The Review's New York Correspondent, C. M. Keech.

WITHOUT question the efficiency of window dressing may be measured by the number of customers who ask to be shown the identical article seen in the window. Record of how often this happens may easily be made, but the sales lost by unimpressive trims are unknown factors in the equation of silent salesmanship.

Some men are attracted by a display wholly on account of its decorative qualities, while others actually study it to find out what are fashion's latest tendencies and what the shop has to offer. Both classes of observers must be favorably impressed if you expect to realize your share of patronage. It is necessary for every man to spend a certain amount of money in attire every season but where he spends it depends largely upon inducements. Men are led more easily than driven, and the time when a business could flourish without any persuasive outward demonstration is chronicled in the archives of Ancient History. When some businesses prosper while others stick in a rut there is a reason which, in many instances, can be traced directly to the "personality" of the shop.

The demands for attractive windows are even more exacting than the ability to make a sale. Anyone can make an initial sale if he has what someone wants to buy and with a few exceptions, such as "old stand-bys," who may methodically come and go as their needs compel, the window invites the customer to make his first purchase and continues to persuade him to come again and again.

The suggestions here offered are examples of effective trims depicting the most approved methods of prominent New York concerns which have burrowed their way through strong competition and by experience have refined and defined themselves in the eye of the public.

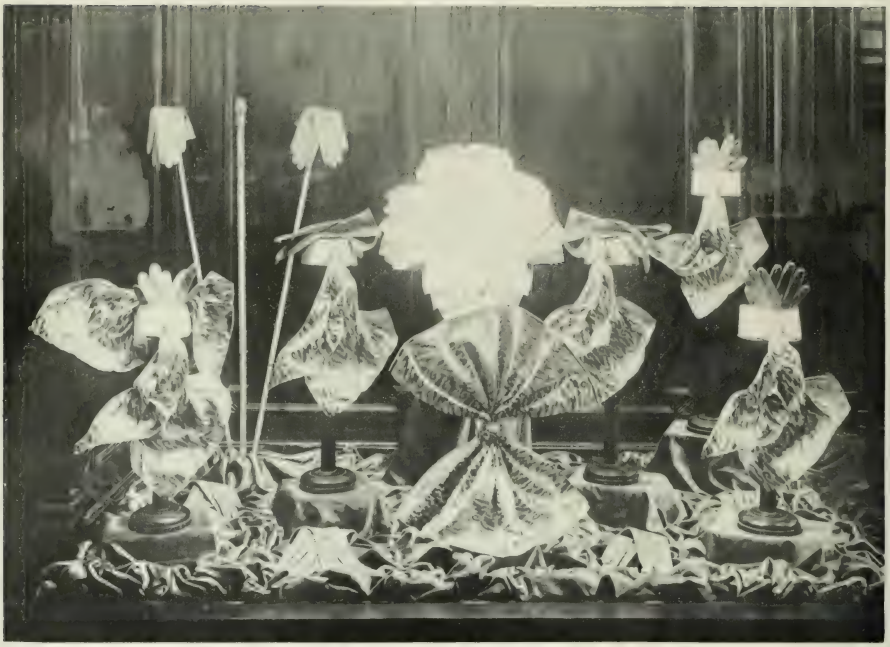
Impressive Poses of Cravats.

Excellent taste is manifest in the arrangement of cravats in the window here illustrated. Not only is the silk itself of beautiful quality, but the pose of each unit is impressive. Unlike the usual exclusive shop trim, elaborate drapes are avoided and space is also well filled. The very handsome cravats here displayed exemplify the tendency in the exclusive realm toward exhibiting the very choicest goods instead of locking them up from public view as has heretofore been the usual custom. This effective display was the means of disposing of almost the entire line of this particular pattern of neckwear in a single day. In other words, "show your hand," and if you "hold the cards," you win.

Several attractive colors are shown but all the cravats are the same in pattern, revealing tracings of a rich color on a delicate ground. As is evidenced in the picture, the tints and shades interchange in these colors when the light plays upon the silk.

Description of the Details.

Each suit includes a smart fold collar and a pair of putty suede gloves. The rosette of fancy handkerchiefs seen in the rear of the window reflects an assortment of colors harmonizing with the cravats. A cluster of walking-sticks on the left adds variety to the design and the unpretentious drape in the centre foreground is a pleasing



Impressive pose of cravats in excellent taste, by A. Sulka & Co., New York. See description in article.

touch of finish to the trim. This drape consists of a square of silk simply knotted in the centre around the stem of a collar stand and flared out at each end. Plush is used for the foundation.

The Clothing Trim.

Clothing is well posed in the next picture. This display of new Spring apparel consists of sack suits, gloves, a soft hat, and walking-sticks. The suits are the chief exhibit, while the accessories are included largely to emphasize the attractiveness of the garments.

Lightweight, three-piece suits are shown in a most impressive manner. Each of the three units shows the utmost care in adjustment. Two distinctive ways of posing coats are shown. The centre unit is worked over a form which displays the form-fitting lines of the garment. In each of the other instances the garment is draped on a coat stand, which method is usually favored as it looks less stiff. White chamois gloves are used to cover the top of the stands. The soft hat is well placed in the centre foreground to receive individual attention.

Prevailing Vogue, Requirements, Taste.

A noticeable failing with many trimmers is to crowd or overdress their windows. The main difficulty, it seems, is to know just where to stop. The art of displaying merchandise in such a manner as to inspire the passers-by with confidence in the shop and with a desire to buy is not merely drawing the curtain, as it were, but possessing a concise knowledge of correctness in fashion, color harmony, symmetry and balance. To be able to put in an impressive and resultful display, the trimmer must devote himself to the study of the prevailing vogue, the particular requirements of the clientele catered to, and the art of tastefully arranging the materials in hand to look their best and to compel the interest of the casual observ

C. M. KEECH.

An approved New York clothing trim, by Weber & Heilbroner. See description previous page.

DRESSING WINDOWS FOR LOCAL EVENTS

Horse Show is One of the Occasions Where Advantage Can Be Taken of Public Interest and Connect It Up to a Merchandise Display.

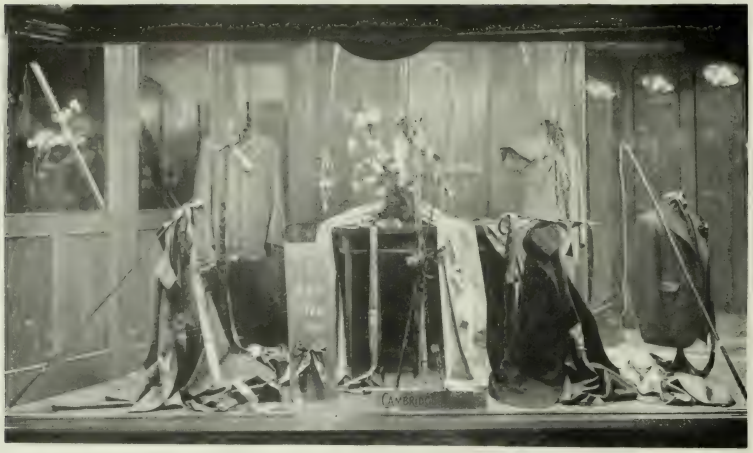
THE question of how far it pays a window trimmer to go in deviating from a strict showing of goods for sale in the store is one that probably will always find difference of opinion amongst the men's wear trade as in all other businesses. There are some who maintain that the window trimmer should attend strictly to business of the store itself and not introduce any outside subjects, however close they may be to the minds and hearts of the public at the time. They declare that a window is good only for what it sells and that a representation in a window of a subject that is foreign to what the store has for sale is not only useless in itself, but is simply wasting space and time that could be devoted to merchandise trims.

On the other hand, there are other window trimmers backed up by merchants who thoroughly endorse the idea of a store window reflecting something of the spirit of big events which are stirring the people, men's wear stores, and others, in Canada and in England and in the States, have frequently during the past eight months shown windows that represented some of the phases of the big struggle that was going on over in Europe. There were windows showing outfits for soldiers, khaki windows, windows whose chief constituents were selections from placards, posters, and newspaper illustrations, urging men to enlist. These did not sell goods directly. Probably they distracted attention to a certain extent from goods that were in the store windows at the time, but merchants claim that they identified the store as an institution in the community and that their indirect effect was very great. Some went so far as to lay out a map of some description in the window, with different-colored tiny soldiers stationed here and there, indicative of the nationality of the force which was occupying the area in question at the time.

Obstructing View of Inside.

There is always one point, however, that should be guarded against in such displays and that is against using the glass of the window for what may be called extraneous matter in such a way that it obstructs, or entirely cuts out the view of the goods or other display in the window itself. This has been frequently seen during the past few months where illustrations of war scenes or drawings from English papers have sometimes covered up the whole of a

A Bright Window Display in Horse Show Colors



A very tasty display of men's clothing made during Horse Show Week by Fitzpatrick and O'Connell, Toronto, with the colors blue and yellow. The introduction of the whips and bits gave a "horsey" flavor to the display while a breath of Spring was added by the addition of the bright flowers resting on the table. This with whips, tied by a bow of ribbon, makes a very effective centrepiece, and provides a lay-out into which the other units fit readily.

The color scheme is carried out in an artistic manner in the silk puffs rising above the coats on the individual stands.

men's wear window so that it was impossible for anyone to see what goods are shown inside. This is objectionable from any standpoint and unprofitable, and if displays of this kind are to be made, the pictures should be shown at the side or arranged in some way that they will not prevent a view of the window.

The disinclination shown by some merchants to digress even a hairbreadth, often includes a refusal to show a silver cup or a photograph of a baseball team on the ground that it is not merchandise. Other merchants play up these connections with live sport and attribute their favorable attitude in this direction in a large measure to the support and patronage they receive from the young men. One of the occasions during the month of May that lends itself to a special display are horse races, as held in Ottawa, Montreal, Toronto, Hamilton, etc., and horse shows, which have extended themselves to a number even of the smaller towns. Frequently there is a local contest for the best window and those who add skill to enterprise win considerable prestige as a result. It is a valuable and inexpensive form of desirable publicity.

Tasty Horse Show Window.

Men's Wear Review shows in this issue a very tasty window display that reflected considerable credit on Fitzpatrick and O'Connell of Toronto, and the more so as it was a very short time after they had started business in Toronto. The event that they were interpreting through their windows—and the two were employed for this purpose—was Horse Show Week, and the purple and gold colors gave them an admirable opportunity for bright and pleasing effects, as can be judged from the illustration. The use of the ribbon was extended even to the show card.

Sometimes in men's wear stores this event is taken advantage of for a display of business suits that the average man would wear to the races. Others would make a showing of the more formal costumes, just as women's stores show the gayest of suits and hats with the decorative touches of the club colors. The whole purpose, of course, is to attract public attention by connecting up the display with the idea uppermost in the mind of a large proportion of the public at the time. If the goods shown can be made to fit in with that idea, as is certainly the case with clothing, hats, gloves, ties, shoes, etc., so much, ever so much, the better. This will mean the most effective kind of advertising.

Some Decorative Effects.

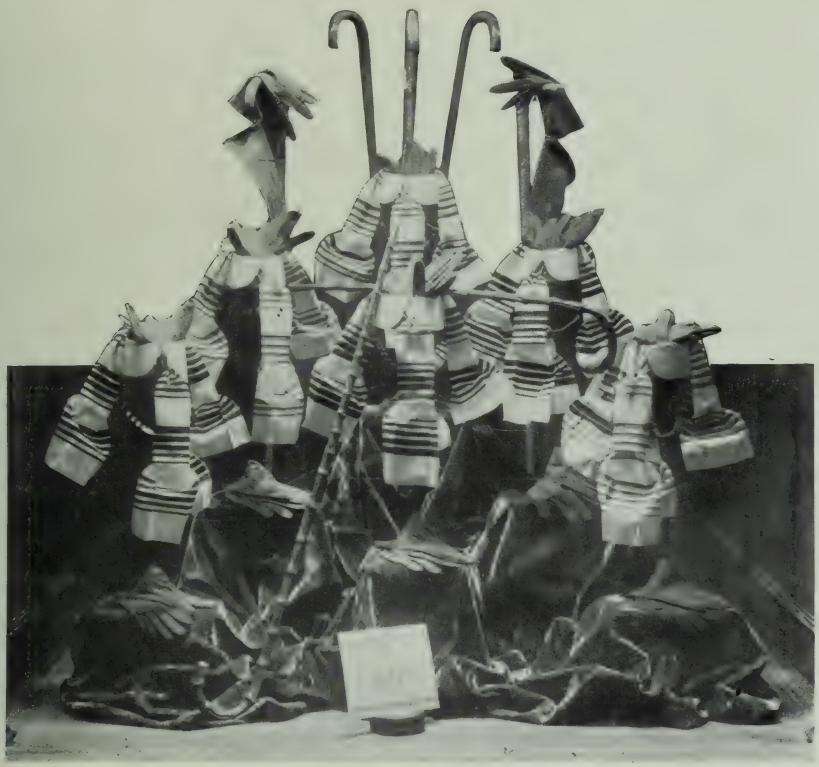
One variety of decorative effects is shown in the window illustrated herewith, and a very attractive one at that. Often the whole background of the window is made up of the colors, blended, in plush, silk, etc. Variations of these would be panel effects, showing here and there, perhaps with the club colors alternating, one on each panel.

One store, using the yellow and blue had a background of yellow, "trimmings" of blue and a floor of yellow.

Another introduced the figure of a man on horseback, too ambitious a project for any but a very large window. The rider was dressed for the hounds with bright red coat, tan breeches, etc.

A third window was worked out with ribbons in com-

Effective Unit Trim of Early Summer Ties



THIS *was a good selling display of ties and may be taken as a model for this type of unit trim,—a single range of ties, with a harmonizing color scheme of accessories.*

There are six tie stands used, but these are helped out by collar boxes, set up under the velvet, which provide the varying heights in front, relieved by gloves. The color scheme includes ties of white ground, with bars of green, royal blue, red, gray, brown and purple; velvet of navy blue, in contrast, and gray suede gloves. The price card is in black and white, with the monogram "S" (Stollery) across the top band.

The tie units consist of collars—all alike—with one tie attached, and another thrown lightly over the top of the collar, showing the wide end on one side and the narrow on the other. The gloves are set in lightly on top.

A neat arrangement provides for the three canes. In the absence of a cane stand a collar-box was utilized and an extra piece of cardboard put inside, through which the canes were stuck, steadying them with the double layer of card. Trimmed by C. W. Balmer.

BLACK AND WHITE REPP SHIRTS.

In this unit trim the color scheme is black and white in the shirts, black in ties, and purple for the velvet draping in contrast. The shirts are of pique repp, which to some extent is replacing English Oxford in shirtings. The shirts are of varied stripes, small, medium and wide, showing the full "range" of this line. The collars are all the same style, preferably too, with the V centre. The cuffs of the shirts are puffed gracefully in front, and the varying height element is well arranged. This trim is by C. W. Balmer.

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bination with whips, riding crops, silver bits, and stirrups, and was surmounted with a pair of riding boots and a bridle.

Another form of decoration is to use horseshoes in different colors trimmed with the horse show colors.

Sometimes the colors are run along the window, sides, bottom and top, and in the corners as a braid decoration.

C. A. D. M. CONVENTION IN NEW YORK.

Special Demonstrations for Men's Wear Trimmers—Prizes for Men's Wear Windows.

MEN'S wear trimmers will be interested in the preparations that are being made for the combined convention of the Canadian Association of Display Men and the International Association of the United States, which will be held this year at the Waldorf-Astoria in New York, commencing the third of August. As many of the window trimmers know, it was decided at the Canadian convention a year ago to accept the invitation of the International Association to hold a joint convention and specially favorable terms were given the Canadian Association. The program which has been prepared for the International Association will contain several Canadian names and will be open to all the Canadian members. An effort will be made to secure a special car at Toronto to take the Canadian members down to New York. Special rates will be secured and reduced hotel charges.

The draft of the program has just been issued and this includes several demonstrations that will be of particular interest to men's wear trimmers. One of these is on "Something Different," in men's and boys' merchandise with show cards- a demonstration by Samuel Friedman of the S. Bloch Co., of Birmingham, Alabama. The announcement states that Mr. Friedman will "show you what kind of display to make in order to interest the refined and high-class trade. He will show what constitutes a display that would draw the shekels out of the public and cheaper class of trade. Accompanying each demonstration he will explain what show cards to use for different classes of display, how they should be lettered and made."

New Stunts in Men's Wear Trims.

Walter Wehner, head display manager for Brill Bros., Broadway and 49th street, New York, will give a demonstration on "New and Practical Stunts in Men's Wear Units." Mr. Wehner's work is considered amongst the best in the country.

Among the features of the convention will be a Merchants' Day, in which members will demonstrate to merchants the value of the work of the window trimmer, and several merchants, including one from Canada, will address the display men. It is announced that 70 booths have been reserved by manufacturers of equipment and supplies, and this will mean a very interesting display during the convention.

The Canadian Association, while uniting in the general meeting with the International, has retained its annual prize competition for window dressing, card writing and advertising. Last year the card writing contest was won by a men's wear card. This year, as then, two prizes will be given for card writing—a gold and a silver medal. Similar prizes will be given for the best advertisements.

A special class, No. 9, is made for men's wear windows, "open to men's wear trimmers in Canada for the best men's wear unit and furnishings table, or window dressed, showing arrangement of units in completed trim." The first prize will be a gold medal and the second prize a silver medal.

Any men's wear trimmer who feels like entering the contest and joining the association, even if he is unable to attend the demonstrations in New York City, should communicate with the secretary of the C. A. D. M., Mr F. J. Thompson, 52 Stanley street, St. Thomas, Ont.

AN ONTARIO RETAILER WRITES:

"I have misplaced my copy of April Men's Wear Review. Please send another, as I want to put in that trim shown on the first page."

Retailers are using this paper, not merely glancing over it.

Doesn't this publication appeal to you as the most logical medium for your announcement—that is if you have anything to sell to the men's wear stores in Canada.

This Trim Sold Stock Out in Two Days

SEVERAL *points distinguish this trim of ties, besides the strong selling value it developed. One is the skill with which the eye is focused on the new line of patterns that are being shown: an odd cubist design in printed silk crepe with very large patterns mainly in dark blue on canary yellow, with, a tinge of gold and lavender in the centre of one set of figures. They are so distinct a line that they are allowed to stand out with few accessories. Note too, the ties shown at right angles to the canes, emphasizing, again, the strange pattern. This is done by a piece of hat wire attached just below the collar at the back and running out to support the tie.*

The trim runs up highest at the left side, a pleasing variety. Note too, the use of bow ties of the same material attached to the canes, and also loose ones below at the left, to indicate all are hand-tied.

The puffs above the collars are handkerchiefs to match the ties, while the velvet is of green in suitable contrast.

The trim is by no means a flat one, as in the foreground is a small table, on which are set up one cane and one tie unit.

Note also, as in so many displays nowadays, even of exclusive designs, the use of a price ticket, "London's Latest Cravats, $1.25." The card is a yellow to match the ground of the ties, with blue lettering, and an ornamental design of red.

The trim was by Mr. Sleeth for Bilton Bros., and had to be removed at the end of the second day as the stock was exhausted.

General Sales Window of Shirts and Ties

This is a well arranged trim for a Hamilton store, by Mr. Keller, a window dresser who recently came up from Trenton. It is intended to draw transient trade, and is what is termed a stocky window, with a variety of merchandise. Note, however, that each line of ties is kept distinct, thus retaining its impressing power which a medley nearly always destroys. The window has two fronts, as it is at the entrance to the store. The goods rise on stands, arranged in pyramid style, while towards the top glass shelves are available for unit trims. A dash of Spring is secured by the flowers and a local interest is added by a silver cup on exhibition. Price tickets are appropriately used as well as two special announcements signed by the firm.

TRADE JOURNALS FOR COMMERCIAL ATTACHES.

The following is taken from the Trade and Commerce reports, Washington, D.C., and comes from Commercial Attache A. E. Baldwin, London, England:

"The commercial attaches of the U.S. Department of Commerce stationed at ten important trade centres throughout the world are under instructions to make every effort to keep informed of current trade conditions in the United States. It is certain that their work will be more effective in specialized lines of trade if they are currently in receipt of journals devoted to such branches of commerce."

ADVERTISING COMPETITION.

An advertising competition is being run by C. D. O'Connor, The Men's Shop, of Gananoque. He offers a stylish suit made to order free of charge for the winner in the advertising competition. Anyone, except a professional ad-writer, may enter the contest and each person may submit as many ads as he pleases.

BUSINESS PROBLEMS IN THE WEST.

In Saskatchewan the retail merchants' associations are amongst the most active in Canada. The provincial association has been able to bring about the small debts court. It is now endeavoring to get the limit of $50 in the small debts court raised to $100, and also to bring about legislation whereby if judgment is obtained, execution against a debtor's lands could issue. The members are also seeking to obtain continuous garnishee proceedings and the raising of the pedlar's license in the Province, the producer and grower of meat, fish and farm products to be exempt from such legislation; the Food and Supply Bill and the forcing of a debtor to return to settle his accounts where they were transacted.

The plan to turn the clocks on one hour so as to save artificial light at night, is being endorsed generally and will be given trials in several centres.

ADVERTISING STUNT TO GET MOTORISTS

Montreal Clothing Store Sent Out Circular Letter Which Had a Striking Effect—Novel Way of Reaching Automobile Owners.

By The Review's Resident Staff Correspondent.

SOME time ago, a well-dressed young man walked into Robinson's Clothes Shop, corner of Peel and St. Catherine Sts., Montreal, and asked if there was anybody working there named "Jack." He added that a letter had reached him, in which a complaint was made that "Jack" had been seriously inconvenienced in a motor accident. He wished to look into the matter, as his "old man" was down in Florida, and his mother was a little worried over the matter. Would they mind looking up their books and see if they had an employee named Jack?

Would Look the Store up Soon.

The well-dressed young man was gently told that the letter "Jack" wrote was merely an advertising stunt, and that no accident had ever taken place. It was merely sent to arouse interest in Robinson's $15 suits. Whereupon the well-dressed young man laughed heartily, and said he thought that was the best advertising scheme he ever came across. When it was suggested that he take a look at the $15 suits, he said he wasn't open for one just then, but when the time came along, he would certainly look them up.

Ten Minutes for French-Canadian to Laugh.

The next day, or the day after, a French-Canadian gentleman was seen wandering up "the stairs which Save Ten," and lead to Robinson's Clothes Shop. He seemed to be looking for somebody. In his hand he carried a document, and on entering, asked if there was a person here named "Robinson."

"That's he," said a clerk, observing what he carried in his hand, and knowing that a certain ad. had been bringing striking results of late. To Mr. Robinson the individual showed the document, saying: "Why did you send me that?"

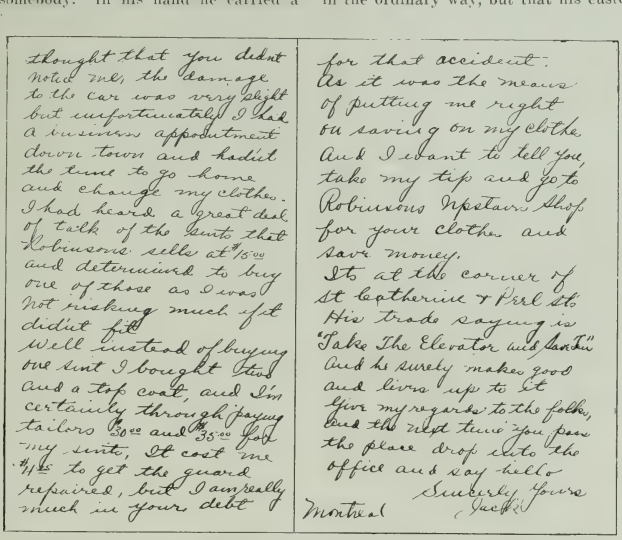
"Oh," said Mr. Robinson, "that's merely an advertisement for my $15 suits."

"Your what?" exclaimed the French-Canadian. He could not see it, and as he appeared to be in a belligerent mood, Mr. Robinson used every ruse known to man to pacify him. It was ten minutes before he understood, and then he retired into the hallway to have a big laugh to himself.

The Montreal representative of this paper heard that a circular had been issued by the Robinson Clothes Shop that was bringing excellent results but did not know the details. So he sent the office boy up for a copy. It was on his desk when he returned. He did not connect the circular with this "letter," so that when he read it he went up in the air, like the French-Canadian. He declared he had never run into anybody with his car. Could this be his friend "Jack" from New York? It was one on the Men's Wear Review.

These rather startling results have almost ceased, and now the value of the circular is beginning to be felt. It was mailed to every automobile owner in the city of Montreal, the list having been secured from a local newspaper. Mr. Robinson had the idea that owners of automobiles were not accustomed to paying $15 for their suits, and the object of this letter was to bring home forcibly to their minds that $15 would buy them the same suit as would $25 at a ground floor store. It takes some drilling—this idea: "Take the Elevator and Save Ten." Most men come and go with the idea that fifteen dollars will buy a fifteen dollar suit, and nothing more. Mr. Robinson says he puts suits into stock that cost $22 to $25 in the ordinary way, but that his customers — at first — have difficulty in believing it. The large turnover, and paying cash for his stock, he says, with a big saving in rent, enable him to do this.

However, the object of this article was to tell about this very effective advertising stunt, and not about the good value in the Robinson $15 suits. It brought results from a class of men he has had difficulty in reaching; men who were in reality looking for something cheap, which had the style.



thought that you didn't noted me, the damage to the car was very slight but unfortunately I had a business appointment down town and had'nt the time to go home and change my clothes. I had heard a great deal of talk of the Suits that Robinsons sells at $15.00 and determined to buy one of those as I was not risking much if it didn't fit. Well instead of buying one suit I bought two and a top coat, and I'm certainly through paying tailors $30.00 and $35.00 for my suits. It cost me $4.25 to get the guard repaired, but I am really much in your debt

for that accident. As it was the means of putting me right on saving on my clothe And I want to tell you take my tip and go to Robinsons Upstairs Shop for your clothes and save money. It is at the corner of St Catherine & Peel Sts His trade saying is "Take The Elevator and Save Ten" And he surely makes good and lives up to it Give my regards to the folks, and tell next time you pass the place drop into the office and say hello

Sincerely Yours

Montreal Jack

This shows the two inner pages of a "letter" sent to motorists in Montreal, as explained above. The first page reads: Dear friend—What's the matter with your eyesight of late? You seem not to recognize your old friends when you meet them. Last Thursday morning about ten-thirty, just as I turned the corner of St. Catherine street and University, I almost ran dead into your car . . . . . and a badly torn suit of clothes," etc.

St. Catharines Store that Makes Good Use of Display

This is an interior view of the new men's wear store of R. H. Biggs, St. Catharines. It impresses with its neat and attractive appearance, and especially the use made of every opportunity for the display of goods. Note the trims on the improvised ledging, a suit, shirts, underwear, a dressing jacket, with accessories, a hat, an umbrella, — meeting the eye at every strategic point and carrying a tempting suggestion of purchase. These trims are changed frequently and thus never allowed to pall in their effect on customers entering. The right-hand side is used for men's furnishings. On the left on a rack are models of suits, and back of these, samples of suitings and fashion plates. A mirror in the centre at the back is an attractive feature as are wall lights in mission finish.

USING LIVING MODEL FOR SUIT ORDERS

Very Effective Means of Showing Good Points in Models for Young Men—Five Suits of One Model Sold in Single Day--Careful About Build, Age, Etc.

Written for The Review by R. H. Biggs, St. Catharines.

IT is just six months since we moved into our new store and started taking orders for clothing. Our experience so far has been very satisfactory and in fact business has been far better than we anticipated. Not only is it steadily growing, but there has not been a single suit thrown back on our hands of the large number we have sold since we added this to our men's furnishing business. Our clothing outfit consists of samples of cloth, fashion plates and a few models of the more popular lines of suits. This appears to us as the ideal position for a men's wear dealer, without being encumbered with a large stock. The outlay is practically nothing under this system, nor is there a lot of capital tied up.

You asked for our method of dealing with the men who come in to look over samples and models of suits. There are, of course, two classes regularly found. Those who know just what they want, or think they know, and those who are dependent upon the merchants to tell them what is what in men's wear styles. For the latter, of course, we point out what we feel would suit them best, taking account of their size and build, etc., and our advice is usually taken. We depend not only on showing them models from the houses we represent, but all the authoritative news we can get of men's wear styles we keep ready to hand for backing up the advice we give. For instance, the findings of the National Merchant Tailors' Association of Chicago we preserve and show, as we feel that they have some weight with our customers, as well as ourselves.

Two Types in Windows.

We try to be careful to suggest a suit that will fit the person of our customers, making allowance, as I said before, for height, age, etc. For instance, in our windows at the present time, there are two models of suits, one in

Modern Store Fronts Aluminum Finish and Leaded Transom

It would require a view of the store front that this replaced to convey a fair idea of the superiority of the present one in this store of R. H. Biggs, St. Catharines. The door in the old one was at the left side and two broad, wooden pillars obstructed the view of the window as well as horizontal sash divisions, cutting it up into small lights.

The new one gives the double window display, slightly slanting towards the door. The whole width is 13 feet 6 inches; the front lights are 4 feet 6 inches and the depth of the windows the same; the height is 6 feet 6 inches, with an attractive transom of clear, leaded glass. The metal of the front is of aluminum finish, giving a bright appearance and singling the store out on the street. The entrance is tiled.

The windows are of a type that are not enclosed at the back, even by a low railing, but give a free view into the interior as is seen in the illustration. Condensation on the glass is prevented by a ventilated sash, by which a current of air circulates all the time, coming in at the bottom and passing out at the top, preventing steaming or frosting.

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each window. The one is a model with wide lapels on the coat, and the other with more narrow lapels. We would not advise the slender young man to take the suit with the wide lapel, as we feel it is more fit for an older person. Should a customer refer to these suits we show them the different points of likeness and contrast in the two models and our suggestion and advice on the subject is usually followed. Even where a customer is determined to pick out a certain model, if we feel it will not suit him and therefore that there may be dissatisfaction afterwards with the clothing he gets from us, we try to use tact in suggesting that he change to some other and invariably succeed in our point.

So far as cloths are concerned, it is more a matter of personal choice, though even here we are frequently asked for advice as to what is the proper thing. We are very careful also in taking measurements so that there may be no alterations or scarcely any when it comes back.

Would Not Make Many Alterations.

This matter of satisfying the customer is, in a sense, the most important one with us. If a suit comes back, it may be the trousers are too long, or probably the sleeve too long, something any customer would readily see could be altered without damaging the suit itself. But if the coat did not fit around the shoulders, or in the back, or there is any other defect which would make it probable that a good deal of ripping up and cutting would have to be done, we would not think of suggesting that the tailor make the changes. We would tell the customer that the coat did not fit him properly and at once make arrangements for getting him a new one if he wished. We would in that case place the suit in stock and sell it out at a considerable reduction. We would not suggest making any radical changes in any suit that came to us, feeling that not only might it not fit finally, but the customer would get the idea that even if it was made to fit that somehow we had made a miss in the making of the suit in the first place and a certain feeling of dissatisfaction would be the result. A motto which we put into practice, and which we invariably announce to our customers, is "A perfect fit or no sale."

Using A Living Model.

There is one plan which we have found very successful in inducing men who come in to buy to a conclusion and give their order. That is, by the use of a model. On Saturday evenings for two or three hours, we have a young

man in the store who is simply to show off the different types of suits for those who want to make a purchase. Fortunately he can wear a 34 or 36. He will put on, for instance, a certain model and walk up and down the store several times with it for the benefit of the intending purchasers of a suit. Then he will put on another model and follow the same course. In this way, the young man knows exactly what the suit will look like when it is on. This method is much superior to the ordinary one of showing the cloth or a drawing of the suit, or even the suit made up, by holding it out ourselves. The method has a certain novelty in it, in St. Catharines at all events, and this, along with the idea that we are ensuring a better knowledge of the suit, has been responsible for considerable success in this direction. During a single Saturday, we sold five suits from a single model to young men who came to the store to look over our samples and styles. This is in addition to others of other types which were sold during the same day.

Mention has been made of the use of windows. We make it a rule to have only one suit in each window, surrounded by appropriate shirts, collars and other accessories, so as to have what you might call a unit trim. We feel that one suit in a window, so far as ours are concerned, at all events, is quite enough and that any other there would detract from the one as compared with the importance to it if it is there by itself. Just as now we often have a model suitable for an older man in one window and a younger man in the other window, even although both are built pretty much along the same lines and very frequently we will use the same pattern of cloth in both suits at the same time. We have frequently had men come in to tell us they want to buy a suit just like the one in the window, even to the cloth itself. We thoroughly believe in making our windows talk for us."

KEEPING TRACK OF HAT SALES

Manager in Montreal Store Has Easy System Which Gives Him a Daily Inventory—Thinks It Better Than Hamilton One.

By The Review's Resident Staff Correspondent.

THE manager of the men's wear department of Goodwin's, Limited, Montreal, Mr. J. Rubine, after reading an article on keeping track of hat stocks in last month's issue of Men's Wear Review, stated that he had a system which he considered superior to that of A. R. McMichael, Hamilton, which he had also applied to men's furnishings.

His system is to enter the hats as they are received, in a ledger, according to style number, size and price. The hats are then placed in the hat case, a small ticket being inserted in the band of the hat, on which are written size, style number, and selling price.

When a clerk makes a sale, he naturally takes this ticket away from the hat. He place it in a small box, which is kept locked or in a place where it cannot be tampered with. At the end of the day, the manager places these tickets before him, and can say immediately, "I have sold so many hats. There were so many of this style, so many of that," and so on.

He goes to his record of each one of these styles in the ledger, and reduces the amount of stock by the number of hats sold. After he has done this simple piece of work, he knows exactly how many hats he has in stock, how many he has sold, what styles he has in stock, their sizes, in fact every day his inventory is ready.

For instance, in the sample page given above, there were three hats, size $6\frac{7}{8}$ sold. At the end of the day the number on the page, $2\frac{1}{4}$ dozen, was struck off and the balance, 2 doz., marked down.

That it enables the dealer to keep close track of his daily sales, and because of its simplicity, the system will be valuable to any hatter or haberdasher. If he has a good style which is going very well, by using this method, he knows the number he has sold every day. He may be selling hats all of one style.

Such a system serves two purposes: it shows how much stock is held in reserve every day, and gives a record of the sales that have been made. One of its strong points is the box. The system described in our last issue might make it necessary for the clerk after making a sale, to cross out a figure underneath the size of the hat sold, in his ledger. When a store is busy on Saturday, there is a danger of clerks neglecting to do this, whereas he would hardly allow the man to go out with a ticket in his hat. The task of putting this small ticket into a box requires neither time, effort nor thought.

The only requirements are a ledger, a wooden box with a slit in the top, and the small tickets. In a large store, it would be best, perhaps, to have a separate page in the ledger for each price or each line.

STYLE	QUANTITY BOUGHT	COST	SELLING	6¼	6⅜	6½	6⅝	6¾	6⅞	7	7⅛	7¼
1597	12 doz.	15.00	1.75	¼	¼	~~2~~ 1¾	~~2~~ 1¼	~~2~~ 2	~~2~~ 2	1½	~~3~~ 3¼	½
1820	6 doz.	15.00	1.75	¼	~~½~~ ½	~~1½~~ 1¼	~~1½~~ 1¼	~~½~~ ¼	~~½~~ ¼	~~¼~~ 0	~~¼~~ 0	

7½
1597
1.75
HAT TAG

Sample of page record on hat stocks. When reserve stock is moved forward amount is deducted and balance set down under.

MUTUAL CREDIT REPORTS FROM MERCHANTS

How Retailers Work Together in Berlin, Ont., to Keep Track of 1,500 Names With Confidential Reports on Each.

Niagara Falls, Ont.

To the Editor, Men's Wear Review,—

We are trying to arrange some system for keeping track of credit customers, by means of mutual reports, either from the retail merchants as a whole, or men's wear dealers by themselves. Can you give us any information of any place where a local system is being worked out, as, generally speaking, the Retail Merchants' Association can hardly cover each place sufficiently in detail to serve our purpose.

TO the merchants of Berlin, Ont., for a perfected organization and co-operation credit must be given for one of the best local systems of a perfected organization for dealing with credit customers, that has come to our attention. The result is that each one of over 125 merchants in Berlin,—a very large number for a town of that size, has a book containing confidential reports on fully 1,500 citizens who are accustomed to ask credit. The character of these people in their relation to the payment of their debts is worked out systematically under five heads, as explained below. This grading is done as a result of records made by merchants with whom they have dealt, and all of these reports are tabulated. Thus the merchant can judge for himself whether he wants to extend credit to them, and whether also, once he has extended credit, he will be justified in taking strict measures to enforce payment of his account.

To illustrate the kind of information that is given, it should be explained that these books are divided up in alphabetical order and each page is a loose leaf style, and is typewritten so that additions may be made to the list from from time to time as reports are received. Take for instance one name. Henry Jones. The report with his name might read as follows: 2 1; 5 2; 1/4.

Five Make Him Second Grade.

This means that two merchants have reported on Henry Jones as first-class credit, five have reported on him as being second-class credit, and an eighth with whom he has been dealing, considers him fourth class credit. The merchant of whom he is asking credit for the first time would probably size this man up as second class credit, which accordingly to the definition laid down means: "Prompt payment; considered safe credit." This report would justify a new merchant in extending credit to this man. However if the last two were reversed, and one had considered him second grade credit, and five had marked him fourth, it would probably be an advantage to the merchant to refuse credit. Because fourth grade, according to the definition means. "Very slow, considered doubtful."

The Five Grades.

The following is the basis of credit laid down.

1. Prompt payment; financial standing good.
2. Prompt payment; considered safe credit.
3. Slow payment; considered safe credit.
4. Very slow; considered doubtful.
5. Demand cash.

It has been mentioned that the names of 1,500 customers are contained in this list, and this in a town of considerably under 20,000 shows that the field is unusually well covered, especially as the list does not include a large number whose credit is well known, people of long standing in the community, many of whom have dealt for years with the same merchants and who have never given any trouble as to payment. The list is rather one of persons of whom the merchant might be in ignorance, or of whom past experience has shown that it is advisable to be careful, even if they are well known and receiving good salaries regularly.

The list is one naturally that is built up gradually. For instance a merchant will apply to the secretary or whoever is in charge of the financial agency for information on a certain person whose name is not on the list already. The agent then makes enquiries of other merchants to see whether they have had any dealings with him, and their reports are based on their experience with this party. These are tabulated by the agency and the reports sent on to the merchant with whom a new account is desired by this customer. Thus the merchant is able to deal intelligently and can feel safe in granting credit if the reports warrant it. The next step after getting a report on this party is to add it to the typewritten lists, so that the information will be distributed to all the merchants. The books in Berlin are made up by multigraph machine, and new names can be added as merchants see fit, bringing the lists nearer and nearer to completion.

Of course it will be realized that the credit system cannot be worked unless there is good feeling between the merchants. In many cases where there is jealousy, it seems impossible to carry out any co-operative work, even where the object and result can only be to the mutual advantage of all concerned.

Who Shall Conduct System.

A point may arise as to who should conduct this system, whether the merchants can do it themselves, by appointing one of their number, or engaging a young man to do the clerical work, or whether it should be done by someone outside. In the case of Berlin, it is done by the head of a collecting agency, who is in close touch with the merchant on other matters. Here, as the system has only been in operation for a year or so, a very low rate is charged, approximating $5 each per year, which does barely more than pay expenses. This may be expected to be raised somewhat now that the system is in good working order in order to net a little profit for the agent himself. Of course, the merchants might engage someone and pay him a salary for doing the work if they felt they could secure a competent man.

The application of this information is usually not difficult.

"What do you do under this system in the case of a person coming in and asking credit?" The Review asked of one of the merchants who is most interested in this scheme.

"The clerk is not allowed to give credit to any one who is not on our books without permission from me or the head of the firm," was the reply. "The clerk comes to me or the person who is asking credit, and if I know at once that the case is a safe one I give credit. Or I look up the information in the book, and if I find the name is safe, the request is granted. If not, I tell the customer probably that we considered that we have sufficient names on our books already, and do not wish to extend the list.

WHAT THEY ARE WEARING IN LONDON

By "The Lounger"

WHERE is the silk hat of yesteryear? Time was when a man's respectability was denoted by the silk hat he wore. It was the hall mark of respectable business standing. How on earth could a stock broker buy and sell stocks and shares without a silk hat? Or how could a tea man buy and sell tea without a silk hat? A lawyer would as soon think of going to the Old Bailey in his pyjamas as in anything but a silk hat. Up to a few years ago fashions might come and fashions might go but the silk hat, like Tennyson's "Brook" went on for ever.

But alas and alack for hat manufacturers, a silk hat is no longer the general fashion. It is fast becoming the distinguishing mark of the minority. There are still some to be seen, notably in the British Museum, and on one or two gentlemen who refuse to change their way of dressing at the behest of any modern. The average member of the Stock Exchange now conducts his business wearing a fedora or a bowler or in Summertime a straw hat. Here and there the silk hat still marks the man who won't change his mind, but he is now the exception rather than the rule. Even at St. Stephen's, the last place one would imagine which would change its mind in matters sartorial, Keir Hardie has appeared in a linen suit and a gray hat. "Linen Suit!" Shades of Gladstone and Dizzy! The House recovered from the shock and then proceeded to go and do likewise to a certain extent.

A Court Incident.

A rather laughable thing occurred here the other day. At the Guild Hall Police Court a defendant in reply to Sir Thomas Crosbie said he was a silk hat manufacturer. Said Sir Thomas "Ah! there is nothing doing in those tall chimney pots just now. (Laughter.) My opinion, Sir, is that the silk hat is doomed. I haven't bought one for three years and I never mean to have another. (Laughter). There are plenty of other caps and hats you can make but the day of the pot hat has gone by." (Laughter.) As the defendant was about to leave the Court, Sir Thomas remarked, "Why, you don't wear a silk hat yourself, Sir." The defendant replied, "No, Sir, I don't think it would suit me."

Some of the silk hat people have been frightfully upset about these facetious remarks of Sir Thomas Crosby, and the manager of Lincoln & Bennett & Co. Ltd., those deans of the silk hat trade—has delivered himself of some remarks. He says that to say the silk hat is doomed is nonsense. But in the next breath he says that there are not so many silk hats worn now as were worn 10 years ago and anybody but a silk hat dealer would admit the truth of this. I am afraid the average man has said, "Adieu" to the silk hat for anything but extremely formal wear.

Gray and Green.

It is going to be a race for popular favor between gray and green as a color for men's wear this Spring and Summer. In both cases the shade will be dark and inconspicuous. Any bright colors in suits and overcoats are taboo. I saw one of our younger Peers the other day in the Row very smartly dressed in a dark gray lounge suit. The lapel was cut long and narrow and fastened with a single button on either side the coat, in link fashion. The shoulders seemed to me to slope a little bit more than is usual with Lord B——'s suit, but the change is all for the better. I noticed that the outside breast pocket was absent. I think I took this up with you in one of my former letters and pointed out that it is not really an English custom. The outside breast pocket until two or three years ago was not taken up by the average man over here. And several of our very smartly dressed men at present prefer to have the two inside breast pockets rather than the one outside for the handkerchief.

There is some attempt to impose the waist-coat with a long lapel. This of course is double-breasted. I don't think it will be popular for general wear. Possibly some men who want to be distinct and individualistic will wear this kind of waist-coat but for the average man who dresses a la mode it is unlikely that it will have very much run. The tendency towards green suits that I remarked is possibly more pronounced amongst our younger men. At that, the shade is a dark one. In fact the only bright color in a man's attire at all this year is in the cravat. These are unusually bright, inasmuch as regimental stripes are being very much worn. The khaki background with dashes of color for your favorite regiment is au fait.

In a New Light.

The age of miracles is not past! I saw Mr. Churchill the other day and he was actually decently dressed. Winston has always been regarded as a man who does not care a continental about matters sartorial. Besides his predilection for weird headgear he was known for some time—that is in the estimation of a great many people—as the wearer of the shabbiest frock-coat in the Cabinet. But I saw him the other day, as I say, in a morning coat of irreproachable cut. Either he has changed his tailor or his tailor has superseded Mr. Churchill's instructions. The inevitable huge wing collar is still there and Winston's head, as he strode along, with his umbrella for a cane was pushed as far forward through this wing collar as possible. I believe the reason he wears this ugly collar is that it displays "the bull dog" look!

The suit was of gray cheviot and the pants were of a gray striped material. The hat by the way, was a silk hat.

There is one important development in the question of cloth for suits this year. That is, that whipcord appears to be coming into its own more and more. This has been popular heretofore with a few good dressers but has not been by any means universal for a number of years. It is a revived fashion. It is, however, a material that wears exceptionally well and I notice in the different shops in Savile Row this Spring, a great many varieties of this material.

HOW CANADIAN MEN DRESS

A Sketchy Review of the Dress Practices of Prominent Canadians Compared With Englishmen Similarly Placed.

Concluding article by Hugh S. Eayrs.

THERE is another reason, too, lying behind the fact that while Canada is well-clothed she is not well-dressed in the Mayfair meaning of the word. It is that Canada is democratic. When you come to think of it, we have no fashion-setters in the Dominion. We have first no distinctive style of dress. Secondly, we have no particular class of the community from whom we take our instructions in this regard. In England, the Parliament is, for the most part, filled with well-dressed men. There is a dress for the politician. The Stock Exchange abounds in business men who have distinguishing marks. That is, they did a very few years ago. But in Canada our Parliament dresses as it wills and it is so heterogeneous and variegated that no man may point to the mote in his brother's eye. And our Stock Exchanges are filled with men who dress as they will, not according to some schedule of tradition. Sir Rodolphe Forget does not buy shares with a plug hat rakishly settled on his head. It isn't necessary to the buying of shares. It doesn't regulate their values. Even London is now recognizing that a stock-broker may pursue his avocation in a straw or fedora, and not be one whit the worse business man for it! The stock broker is no better or worse, no higher or lower, than the rest of humanity. The novelist who writes about the Canadian business man cannot with truth describe him as "Boarding the car to the city, faultlessly attired in silk hat and morning coat." If the Toronto Stock Exchange opened its doors to a score of members so attired there would be no business done for the rest of the day.

Winston Churchill and Lord Crewe, Liberal leader in the House of Lords, leaving a Cabinet Meeting. Churchill shows a departure from parliamentary dress etiquette by his fur collar and cuffs. Lord Crewe is of the standard.

IV.

AS for our Parliament—it is the sanctum sanctorum so far as democracy goes. Here is a democracy of the democracy. Here is no replica of Westminster. Here are no long lines of frock coats and silk hats. You may sit in the Gallery down there at Ottawa and count the number of silk hats on the fingers of one hand and ten chances to one, you would have four fingers left then. Most of the members make the laws in loose sack suits. It would be difficult to tell their financial standing from their dress, or their Parliamentary standing either. When the Honorable Robert Rogers wears his Derby so far over his eyes the greenhorn may be pardoned if he attributes Yiddish ancestry. And in the old days when Glen Campbell viewed his fellow-members from beneath his Stetson it was hard to put him down as a legislator, if you were used to seeing the prim precision of the British parliamentarians. He looked as if he came from Texas, and a callow youth might be forgiven if he expected to see a shooting-iron.

There are few primly proper men in the House, and there are few outstanding men on the point of dress. Sir Wilfrid Laurier is frequently clad in the grey frock suit, relieved by a splash of red in his tie;—in its turn —ornamented by the familiar diamond horseshoe pin. In England when he was there at the Imperial Conference, he was described as "a symphony in gray." Sir Robert Borden wears the regulation frock coat and gray trousers, and looks for all the world like a lawyer of the old school. In the winter he is addicted to a fur hat. In the summer a panama of fedora shape or a soft fedora is his choice. Unlike his counterpart in the British Parliament Mr. Asquith, he does not wear trousers for the making of which his tailor ought to be ejected from the union.

We have no "Winnie" here to give copy to the illustrated papers by the hats he wears; Mr. Churchill, if he comes to Canada, had better leave his weird headgear behind. Nor have we an Austen Chamberlain, immaculate and resplendent in monocle and orchid. The nearest approach is Mr. W. E. Northrup, who emulates Mr. Chamberlain as far as the buttonhole goes, but backs down at the monocle. Nevertheless Mr. Northrup, is accounted the "Beau Brummel" of Parliament Hill, with Mr. R. B. Bennett, the member for Calgary, running him a close second. Hon. Mr. Rogers is easily the best dressed man in the Cabinet. There are times when Mr. Rogers "gets himself up regardless," as Artemus would say, and dazzles the eyes by the superb fit of his braided morning coat, and the perfect set of his tie and collar. He is rather extreme and adopts the latest ideas sooner than any other member.

Mr. Buchanan, member from Lethbridge, in his dress is typical of the average member at Ottawa.

Last summer Sir George Foster threw a bomb-shell into the camp by appearing in the House in an "ice-cream" suit. As Sir George usually wears dark grey or black, the sombreness only relieved by the white vest, the House wondered what this strange and wonderful innovation portended. It was nearly as epoch-making as the appear-

(Continued on page 36.)

CARDWRITING MADE EASY

by

R. T. D. Edwards

LESSON NO 4

IN this article, No. 4 of the series, I am going to dwell at some length on one of the most important features of card writing viz., brush work. The brush is the most important tool of the card writer's equipment. The card writing pen is quite satisfactory for some kinds of lettering, but if a card writer is a master of the brush he can get along much more easily without pen work than he could without the brush. With a brush it is possible to do heavy one-stroke lettering or very small work, and this can be done rapidly by the man who is able to master the brush. The brush can also be used for making large outline lettering such as used for posters or large cards. For work of this kind a pen is not the correct tool, but it has been shown in previous articles that the pens will do the work if brushes are not available.

In selecting brushes, I would recommend "red sable writers." The hair of the red sable brush is arranged in such a manner that it works out to a chisel point. The round ferrule can be secured in nickel-plated or brass. When testing a brush wet in clean water and draw the hair of the brush gently between the thumb and forefinger. Thus, the length of the hair is shown and in a good brush the hair will be of uniform length, such as shown in Fig. 1.

The Best Brushes.

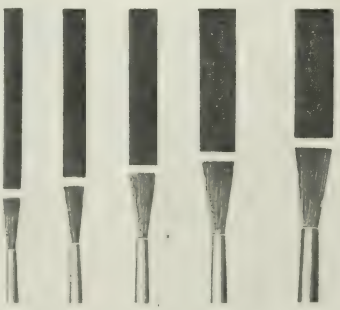
The five illustrations accompanying this article show the regulation sizes of the best red sable lettering brushes. The illustration is made from an actual photograph which shows the ferrules and hair of the brushes. The black stroke above each brush indicates the width of the stroke made by the brush below. Of course, the width of the stroke is very often regulated by the quantity and thickness of the paint carried in the brush while lettering.

In buying a brush be careful you do not get a brush with an uneven tip. In Fig. 2, note the centre brush. A brush like this is absolutely useless for good card writing. It is well to remember that the hair at the end of the brush is, or should be, the natural ends of the hair as it grows, and this is the reason why it can be brought to a fine wedge point. If the hair is uneven it is necessary to trim the ends and this makes a hard point in the brush. The hard point is not satisfactory in doing good lettering.

Select the first brush I have shown in Figure 2. I would also advise the use of a sable brush with a round ferrule. The round brush is more easily controlled than the flat and will carry more color; it also has more spring and life.

Two, or at the most, three, brushes will be sufficient for the beginner to purchase. The card writer should always keep his brushes in good condition. Neglect will ruin brushes. Always wash the brushes thoroughly when through work. Paint left in the brush at the root of the hair will split the hair and cause it to fall out (see illustration in Fig. 2).

After washing the brush be sure and see that the hair is straight and in proper working shape. If stray hairs get out of shape and are allowed to dry the working quality is impaired. Should the paint at any time harden in the brush, let it soften in water for five minutes before attempting to clean it. Do not bend the hair if the paint has dried on it, for this loosens the hair from the ferrule and causes dropping out, thus rendering the brush useless for card writing.



These are the regulation sizes of the best red sable lettering brushes

Fig. 1.

Caring for the Brushes.

Do not allow the brushes to lie on a piece of cardboard or glass long enough to allow the paint to dry. Should the paint become hard and stick to the cardboard or glass, put a few drops of water on it and allow it to soften before attempting to remove (see Fig. 4).

Brushes should not be allowed to stand very long in a glass for this bends the hair and makes the brush unfit for good work. Should a brush become bent from standing in a glass it sometimes takes a considerable

length of time to get it back to the original shape (see Fig. 3).

The card writer should treat his brush just as the careful mechanic treats his tools—as though his job depended on them.

In Lesson No. 1 I stated that the card writer should have a slanting table. If a special table is not available you can use an ordinary kitchen table by cutting about three inches off the front legs. The height of the table should be such that it would not interfere with the free swing of the right arm. Always sit square in front of the table and keep the top of the card on which you are working slightly toward the left, so it will be parallel with your right arm.

Fig. 5.

Keep your pot of color at your right hand, with a piece of scrap glass or paper near it. This can be used for working the brush to a flat point after it has been dipped into the color. Do not attempt to letter in card by using the color direct from the paint pot to the card. To begin, lay out a blank card as shown in Fig. 5. Mark out lightly with pencil guide lines two and one-half inches apart. Then proceed to practise the exercise and figure separately as indicated. Remember, you cannot practise too much. Follow the instructions keep the brush flat and do not be afraid to spoil a little cardboard.

Chart No. 4.

Chart No. 4 shows the complete set of figures, dollar and cent marks necessary for making price tickets. These are made by the one-stroke method; each stroke is numbered, and by following the numbers you should not have difficulty in doing the work.

The "1" is composed of three strokes, the main down stroke and the top and bottom finishing strokes. The "2" is a five-stroke figure, the small cross lines indicate where the strokes join. The "3" is composed of seven strokes; in this figure the top loop should be slightly smaller than the bottom.

Making the Figures.

The "4" is also composed of seven strokes; this figure requires a great amount of careful practice. Care should be taken in making figure "5." This is a hard

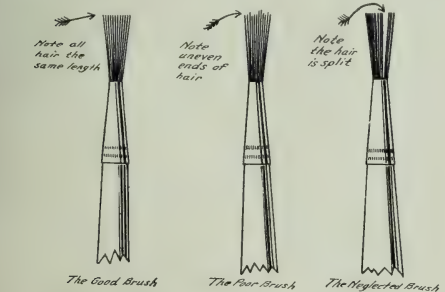

Note all hair the same length
Note uneven ends of hair
Note the hair is split
The Good Brush
The Poor Brush
The Neglected Brush

Fig. 2.

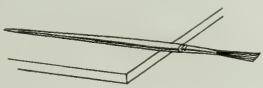
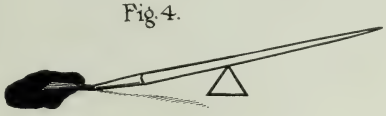


Fig. 4.



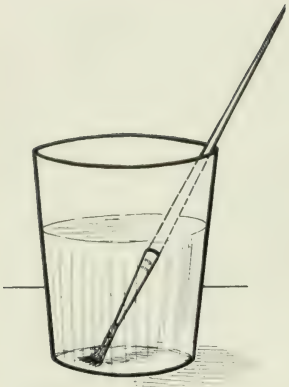
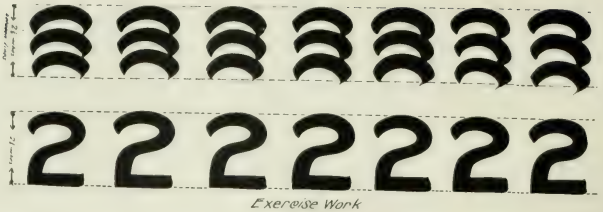


Fig. 3.



Exercise Work
Fig. 5

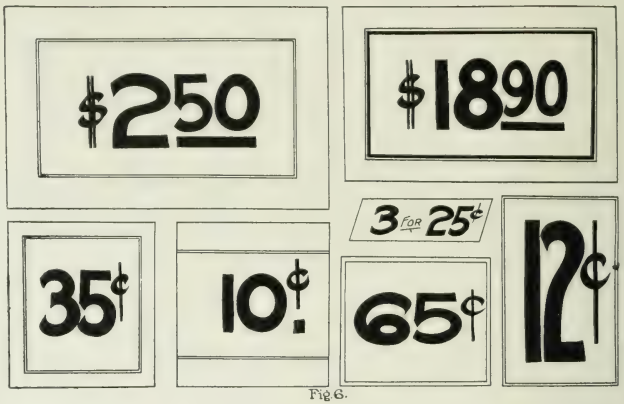


Fig. 6.

figure to balance properly. The illustration shows where the strokes are joined; this figure is composed of five strokes. In making figures it is important that all joints be hidden as much as possible, and each letter should look as though composed of a continuous stroke.

The "7" appears simple, but to make this letter correctly considerable practice is required. The hardest part in making this letter is to get the plant stroke at the right angle. As shown in the chart, the top loop of the figure 8 is smaller than the lower one. Four strokes are required in making this figure, but each stroke must be made correctly or the figure will be spoiled.

Collection of Price Cards.

The collection of price cards shown in Fig. 6 gives a fair idea of the work that can be done by a student who has mastered the foregoing lesson. The ruling on these cards was done with the stub pen shown in a previous lesson.

In buying materials I would advise the card writer to buy prepared show card colors as they are the best for brush work. These can be purchased in dull or gloss finish. The former is most desirable. Do not use pen ink for brush work.

HOW CANADIAN MEN DRESS.

(Continued from page 33.)

ance of Mr. Keir Hardie, the Socialist leader at St. Stephens, clad in a straw-colored linen suit. The British Parliament have forgiven Mr. Hardie a lot, but this was the last straw and the first, too! Mr. Hardie's action wounded the House of Commons in its tenderest spot.

Across the country there is Sir "Dick" McBride, the Premier of British Columbia, wearing a hat which might be worn by an impresario and a broad smile.

We have one gentleman in business circles in Toronto who looks any time and every time as if he had stepped out of Lombard street, in old London. Behold Mr. P. C. Larkin, a prominent tea-man, clad in the shiniest of top hats, the most immaculate of cheviot morning suits, cut by a tailor who knows his business. Every inch of Mr. Larkin's six feet is dapper, smart, a la mode. Mr. Larkin has never been known to visit his office without his silk hat. He is one of the few survivors of the sartorial "old school."

Not all of our millionaires are so particular. Sir William Mackenzie is well dressed usually in a grey suit—but would never attract notice. He is small, to be sure, but then so was Zacchaeus and he managed to make himself prominent. Z. A. Lash, when he hurries along King street, might be a prosperous business man, but nothing more. The same applies to J. W. Flavelle, E. R. Wood and a score of our business leaders. Sir Thomas Shaughnessy may be head of the biggest railroad in the Empire but that is no reason, he thinks, why he should live in a top hat. J. C. Eaton may be head of the biggest department store in the Empire, but it does not impose upon him a morning coat, and white linen spats.

And so one might go on. The big men in Canada are rarely de rigeur in their dress. Their point of view is that they have come to the time when they may dress as they will.

WINDOWS IN SCAFFOLDING.

A men's wear store, in Detroit, Mich., during a rebuilding sale, made use of the scaffolding adjoining the store by putting in temporary windows for 110 feet, thus securing additional display.

Fire Losses.—H. F. Dehone, tailor, Halifax; John L. McKinnon, tailor, Sydney Mines, N.S.

Harry Glube, tailor, Barrington St., Halifax, died on Sunday, April 11.

Mannis & King, Toronto, tailors, have dissolved partnership, Mr. H. Mannis continuing.

THE GENTLE ART OF PERSUASION . . . . . .

By E. A. HUGHES

TIME was when "the animal who wears clothes" did not wear clothes. A few beads and a winning smile were considered sufficient for our forbears—some centuries ago. They recked nothing of whether the collar should be straight up and down, or cut-away. To them it mattered not whether the lapel of the coat was long and rolled, or short and pressed. Cuffs on the pants were details which didn't concern them. They never bothered about the latest decree of the divinity that shapes our ends—meaning the shoe manufacturer. For those were the days when there were no men's wear stores. Imagine it! Instead of your forefather and mine blowing in his pay-check on ties and suits and shirts and boots, he simply went out into the garden and procured a fig-leaf. If he lived in Canada, presumably it was a maple leaf. Of course, the "nuts" went in for something better. A string of beads or a few extra smart dashes of paint—these were au fait for the man who would be a sartorial top-notcher a couple of thousand years ago. But outres temps, autres moeurs. Civilization has changed all that. Civilization thinks it has improved on it. Perhaps it has. Put a Bond Street Johnny alongside a native of Somaliland, and you are sure that civilization is a blessed thing. Incidentally, what a sensation there would be if the Bond Street Johnny and the Somali changed clothes!

You are sure, I say, that civilization is a blessed thing. In this regard it is—particularly for the haberdasher, the tailor and the men's wear dealer. (I wonder if there were any in the days of the beads-and-winning-smile?) For "clothes make the man," so 'tis said. And since we are all after being men we buy clothes and lots of clothes. As the years go on the genus homo spends more and more attention and time and money on dressing well. Every year outdistances its predecessor in this connection. Every decade we become more ornate, more "dolled up." And, therefore, every year the men's wear has more and more opportunity to make money. The craze for dress always waxes, never wanes. It's a far cry from a string of beads to the complete wardrobe that a man needs to-day. Fortunes and fortunes have been made out of dressing humanity. Are you getting any of these fortunes? Somebody is getting rich because men want to dress well. Are you? And if you are how did you? And if you aren't, how are you going to set about it?

There's no time like the present, in more senses than one. Spring is here. In the Spring the young man's fancy lightly turns to thoughts of love. It does! And since dress plays such an important part in making a man acceptable to his fellows—of both sexes—the young man's fancy lightly turns to thoughts of Spring suits and Spring neckwear and shirts and so on. Go down Yonge St. in Toronto or St. James St. in Montreal and notice the number of love-lorn young men with their noses pressed against the windows of the men's wear stores, and with one hand in their pockets, their brains working overtime to know if they can afford that suit or that hat or those silk hose, which they know would enhance their appearance in the mind of ye ladye faire. Then set about luring those young men into your store.

For salesmanship depends primarily upon the gentle art of persuasion. The wise guy in the men's wear business doesn't sell dollar shirts for sixty-nine cents if they cost **him** seventy-five. No sir, not even to get the business in hard times. The brainy men's wear salesman doesn't force the business. He is rather an adept at the gentle art of persuasion.

Consider the average man. He is essentially a social animal. Two thousand years ago I warrant it was the endeavor of every man to outdistance every other man in the chic appearance of his fig leaf or maple leaf or string of beads. There were, I wager, fashion-setters in those days too. Man is intuitively fond of the game of "Follow my leader." Someone sets the pace and the rest will follow. There is a good deal of the sheep in us yet. The appeal to Eye-gate is very strong. Catch a man's eye and you are half-way to his pocket. It is not half so necessary to have a luxurious store, and expensively paid help as to make the most of display, by power of suggestion.

They say times are bad. So they are. But when circumstances are pulling harder against, the men's wear man has got to buckle to and pull harder—for. If ever there was a time when ingenuity was at a premium it is now. If ever there was a year when every device along this line of power of suggestion should be employed, it is this year. Take a day to sit down and think up new stunts. Devise fresh and catching window displays. Consider how attractive you may make the inside of your store. Put all your ability into pleasing your customer. You can't afford to spend much money, perhaps. Very well, don't. But make the money you can spend go further along this line of pleasing the purchaser. And do it consistently and untiringly. Make that window of yours the best-dressed, the most attractive in your town. It isn't always a matter of spending money. It is rather a matter of spending time, and using brains. I believe it pays far more to have such display of your goods in the window, in the silent salesman, in the store that the customer involuntarily wants to buy what you show than it does to lean over the counter and say: "Any thing else to-day?" till you are blue in the face.

The successful ploughman studies his furrow. The successful advertising man studies his prospect. The successful men's wear man studies his customer. He finds out what is the most natural thought for him to think, the most probable point at which they can both meet. This point is the weakness—if it be a weakness for emulation. If the average man sees one of his fellows well-dressed, he wants to go and be likewise. The successful men's wear man knows this, and knowing it, he acts accordingly. He woos his customer, he gently persuades his client. If ever stress was laid on the two words "Good display" it should be laid right now. The last few months have not been too good. That wasn't your fault. But you have got to ride over it. Things are a little better; trade is looking up, and Spring has created a better feeling. The average man feels inclined to lay out some money in the Spring in clothes and so forth. See that he does it at your store.

And the gentle art of persuasion—by attractive display of what you have got to sell—will get the business.

The death took place the first week of April of Mr. C. H. Nelson, president of Semi-Ready, Limited, Montreal.

M. A. Dawson, head of the Tooke Bros. shirt department, Montreal, has gone on a buying trip to Europe.

EDITORIAL VIEWPOINT

MEN WHO HAVE DONE THEIR "BIT."

IT is refreshing to find at this time, when the public is disposed to form hasty and general conclusions and when there is a tendency to exaggerate on the one hand, and to minimize on the other, in regard to contracts for war supplies, that there are large sections against which not even a hint of suspicion has been directed. Millions of dollars' worth of khaki clothing have been turned out; millions in sweater coats, to name only two lines of supply, and not even a single charge to form a basis for investigation has been entered. Because a few of the manufacturers have been in the limelight many of the public have been disposed to hold them up as a class to condemnation and to scorn. This attitude is a grave injustice, which, perhaps, it will take months to rectify, but which deserves a strong protest on behalf of men who, in the vast majority of cases, performed their part honorably and with full measure. As the men of Newcastle said to Kitchener, they have done and will do. their "bit."

WHAT NEW YORK SHOPS ARE SHOWING.

IN this issue of The Review there commences the first of a series of articles on "What New York Shops are Showing," by Mr. C. M. Keech, a men's wear authority in that city. A perusal of this letter will show the valuable information which it contains, the very kind of information that retail dealers in Canada are looking for, particularly when one considers the close relation existing between styles in New York and Canada.

It has been the aim of Men's Wear Review in arranging for this letter to find someone who could supply our readers month by month with exact information as to what styles are being introduced in New York, and the quite as valuable information as to what styles that have been strong are weakening or have disappeared. Unquestionably in the majority of cases the information which is thus furnished will be invaluable to the Canadian retailer in enabling him to size up the situation so far as styles are concerned months ahead of the season.

We commend this New York letter to our readers as an authoritative resume of New York styles of to-day.

This letter, we may add, is one of many features that Men's Wear Review has introduced in its new-style business paper for the men's wear trade of Canada.

UNFAIR TO THE RETAILER.

AN ignorant, short-sighted and unfair policy towards retail business is under discussion in the city of Saskatoon, and already has received considerable municipal support. It is nothing short of a proposal that the city council enter into competition under a cut-price scheme with the local tailoring establishments. Estimates have been prepared to demonstrate that uniforms could be secured more cheaply by the city if they went into the manufacturing business themselves.

Of course they could, on the principle that the merchant is in business for his health, and if the city should compete under a favored clause of no taxes and no profits—a straight cost-price proposition. On the same clever theorizing the city could supply its people with tea and coffee, eggs, bacon and bread for less than the grocer if it cut out practically all his necessary overhead expenses. This would be working along the lines of the misguided and misunderstanding zeal of a few ladies of Toronto who last year persuaded themselves that they were doing citizens a mighty service by borrowing the use of a hall and selling turkeys a cent or two cheaper by the pound than the storekeeper was doing. And to achieve this lower-cost-of-living triumph they got their rent and their advertising free, did not pay their "help" one cent. and did not deliver the goods they sold! And yet they heralded themselves as public benefactors.

What right has a municipality to interject it-self as a competitor into retail business, where business is being carried on legitimately, and there is no evidence of a combination for excessive returns or the existence of monopolistic conditions. The making of clothes is not a "public utility" and the principle of public owner-ship and operation has no proper application here.

A MOVEMENT AGAINST THE FREAKISH.

THERE are encouraging signs that for the Summer season at all events, the retailer will not need to be on his guard constantly against the introduction of some immoderate development in style that will compel him to purchase, while he knows full well that every one he takes in will mean that much dead loss on his staple and earlier stock. It was so in the straw hat game last Spring, and hundreds have put off buying this season from a fear of a similar calamity. The Review has no intention to decry novelty lines. They play their part in stimulating a public that may have become jaded; they force buying in the new season by driving the worn lines of the public into the discard. Often they permit of quick and larger profits.

But there is a limit and it is not a desirable condition for the retailer if he is liable at any moment, when his usual stock is bought, to be made the victim of a sudden movement of style in a totally different direction—when the season is upon him.

There would appear to have been a recognition of this claim on the part of the manufacturer this year, and the new straw hats, to cite one instance, show a universal tendency to get back to more staple lines. The absence of freaks will curtail expenditures and win gratitude from the trade.

At last comes this men's wear paper with the one idea of being useful to the retailer, a paper with the one object to helping the dealer in his efforts to build up a successful business.

Our first effort—the April issue—was received enthusiastically by the trade and many kind things have been said about it.

If you are still skeptical of the possibilities of a good, practical, Canadian men's wear paper, we offer this May number for your further examination, which we hope will prove to you that we have a paper worth while and one that the trade will read and benefit by so doing.

WHAT NEW YORK SHOPS ARE SHOWING

Wide Lapels Strong Now But Look Weak for Fall — Bow Ties a Feature in Smart Neckwear for Day Dress.

Special to The Review by C. M. Keech.

THE VERDICT - FOR.

Grays and blues the most accepted colors in clothing.

Effects lean towards stripes and shadow designs.

Narrow, long effects in lapels.

Cuffs revived on sleeves and trousers.

Covert cloth in Spring top coats. Cut semi-fitting with closely clipped shoulders, patch pockets, very broad lapels, velvet collars.

Only perpendicular effects in shirtings; narrow and in single effects or clusters.

Bow ties a feature of Spring: in stripes and polka dots.

Wing collars for day dress revived.

Novelty: a combination in straw crown and felt brim.

WHAT NEW YORK SHOPS ARE SHOWING

New York, April 17, 1915.

A STROLL along the great shopping thoroughfares of New York City where smart shops vie with one another in displaying the latest apparel, gives one an excellent opportunity to study the sponsored styles for the coming season.

Now that the fashions for Spring and Summer are fully launched, one is fairly safe in drawing conclusions from what he actually sees; therefore, the following notes of showings in prominent shops will undoubtedly prove interesting and profitable.

Clothing is always an important item, and by close observation it is noticed that it has lost none of its tendency toward colorful effects and youthfulness in cut. Cheviots, worsteds and homespuns, in quiet tones of blue, tan and green, illuminated with cheery stripes of silk, are prominently shown, but as a whole bold, conspicuous patterns are absent. A great many checks and overchecks, particularly in grays, are shown right now, and a marked feature of all new suiting materials is the tendency for somewhat smooth surfaces. Color is always an important factor in clothing styles. Grays and blues seem to be the most accepted colors. Rather subdued tones predominate and not many stripes are in evidence. The effects lean toward checks and shadow designs.

Narrow, Long Lapels Replacing the Wide.

In cut the voguish, semi-form fitting lines are evidenced in the latest models shown everywhere. One very noticeable change in the very newest models is that the extremely wide lapels which characterized the early spring jackets are giving way to the narrow, long effects. The wide lapels were similar to the style worn about sixty years ago — though, of course, somewhat less exaggerated. In some instances they covered almost the entire front of the shoulder. No sooner did the ready-made shops exhibit the extremely broad lapels than the exclusive custom tailors sponsored the narrow, long shapes with a slight roll which immediately changed the drift of fashion. The narrow effects now coming in are not extreme, but a striking modification of the wide lapel. Another change noticeable of late is that sleeve cuffs on sack coats and cuffs on trousers are again being revived. On many of the early Spring models these were absent. Snug-fitting trousers are also shown.

Summer suits of Shantung silk appear to be coming in vogue stronger than ever, White flannel suits, and especially white flannel trousers and blue serge jackets, are prominent exhibits just now.

Early in the season many fancy day waistcoats were evidenced throughout shop-dom, but they seemed to have dropped out all of a sudden. An occasional display, however, shows a liking for double-breasted effects in plaids and checks.

In Spring top coats, those of covert cloth are most shown. Pebble cheviots, in tannish green mixtures are also seen. The covert overcoats now in demand are cut semi-form fitting with closely clipped shoulders, patch pockets and very broad lapels. Many of the smartest models are finished with velvet collars.

Perpendicular Stripes Replacing Cross.

Haberdashery is always interesting and evidently is never still a minute. The windows of all prominent Broadway shops are aglow with attractive, refulgent colors — not loud colors. There is a difference between attractive and loud colors; the former is refined, while the latter is merely bold. Even the most exclusive shops are now showing bright colors, heretofore deemed impossible, but, of course, these high lights, so to speak, are merely touches. For instance, stripes in shirtings are rich and contrasting.

GOTHAM'S STYLES, COMING AND GOING

Conservative Shapes in Straws — Grays and Dark Greens in Softs — Wing Collars Getting Stronger for Day Dress.

An Authority's Review of Fashions.

but not the broad, bold effects introduced last Spring and Summer. Nor do we see many cross stripes, practically none in the better grades. They swung into vogue last Spring like a cavalry charge and made inroads in the resisting fashion line for a time. Like many quips and turns to which style is heir, cross stripes have evidently had their day. Good taste soon exercises its power by dethroning anything that smacks of vulgarity. Thus we find the best shops showing only perpendicular stripes and, though bright and contrasting in color, only narrow ones, either in single effects or in clusters. Where broad stripes are noticed, subdued colors, such as the new shades of dull blue, old rose, neutral gray and the pale mint green are sanctioned.

One thing particularly noticeable is colored grounds. These predominate chiefly in silk shirtings and flannel mixtures.

Bow Ties a Feature This Spring.

Bow ties are one of the foremost features this Spring in smart neckwear for day dress. They are usually shown knotted on a wing collar. Bows of bright silks, in both stripes and polka dots seem extremely popular. In four-in-hands, grenadine silks are very conspicuous. Cut silks in narrow shapes and patterns, comprising chiefly stripes, seem to be more prominent than the broad open end styles. Four-in-hands showing subdued grounds and horizontal stripes in rich colors such as orange, crimson and brilliant blues and greens are also prominently displayed.

Wing collars for day dress are being revived in all the classy shops. Both square and round pointed medium tabs are seen. In fold collars the low cutaway shapes with either round or square points are still the favorites. Soft collars are of course shown for outing wear. These are made with medium long points but not nearly so elongated as last season.

Gray and Dark Green Soft Hats.

A radical shift in style is noticed in soft hats. The multitude of fabric effects so popular last spring and fall are practically an obsolete item in the new spring displays. In their place the soft felt hat is seen. Pearl gray and in fact every conceivable shade of gray together with mellow shades of green rule as prime favorites. Dark rich browns and some navy effects are also included in the better grades. It is noticed that the bow is strictly placed on the side.

Straw hats are beginning to loom up on the horizon of approaching summer. Many shops have already made their initial display and (lo and behold) the frivolous conceptions in fancy straws that made a hit last summer are no longer countenanced. The conservative shapes in sennit and split straws are designed with fairish high crowns and wide brims. Leghorns and Bangkoks and Panamas are prominently featured. The very newest creation in headgear is a combination effect consisting of a straw crown, either Leghorn or Bangkok, and felt brim. This innovation appears to be a very dressy hat and will doubtless be a novelty of notable character for the coming season as it is made only in the expensive grades.

Only Oxfords in Footwear.

In footwear practically nothing but Oxfords in both tan and black are being shown for day wear. Many of the smart models are made with gray or tan suede uppers. White buckskin Oxford outing shoes with rubber soles and low heels are conspicuous in every first class shoe shop. A distinctive novelty that seems to be taking well is the combination of white buckskin with either patent leather or tan trimmings, such as toe caps and fancy piping effects.

C. M. KEECH.

THE VERDICT—AGAINST.

Conspicuous patterns in clothing absent.

Extremely wide lapels in latest models giving place to long, narrow effects.

Fancy day waistcoats have dropped out.

No cross stripes in shirtings in better grades.

Perpendicular stripes do not show bold, broad effects of last year.

Soft collars not as elongated as last year.

Fabric effects in soft hats an obsolete item in Spring displays.

Three-quarter and back bows give place to bow on the side.

"Frivolous conceptions in fancy straws" no longer countenanced.

WHAT IS BEING SHOWN IN MONTREAL SHOPS . . . .

By THE RAMBLER

MONTREAL, April 18.—A large consignment of Spring neckwear has reached the store of Max Beauvais, St. James Street, and as this is one of the most exclusive men's wear stores in Montreal, a description will reveal what the better class Montrealer will be wearing during the next few months.

One of the most attractive of the new arrivals is a gray grenadine, the bars of which are inclined, and interspersed with bars of watered silk in a variety of shades. A photograph of the black and gray appears elsewhere in this issue. Grenadine is a silk remarkable for its durability, and has been very much in favor for six months back. Neckwear such as those described, retail for about $2.

Faille silk ties are arriving in various designs. One of these is the heavy black and white stripes which have been so much in demand in New York, and recently made their appearance here. These are described as a "sure thing." A sample of one of these is illustrated, the stripes of which are not so heavy as have been shown in Montreal during the Easter holidays.

Another tie, photographed in a Montreal store, also of faille, is shown in various colors, having a heavy diamond design.

Amongst the new lines is a watered Bengaline silk tie, in plain shades—purple, green, orange, dark red and blue. Plain shades have not been so popular this Spring, but this watered silk is new. There is also a crepe de chine, with dots in broken cross rows, the space between each row being about an inch wide, the bars being at an angle of about 45 degrees. These are being shown in a number of shades.

Poplin With Cord Straight Down.

New arrivals also include an Irish poplin, in two tones, and instead of being crossed like the ordinary poplin, the cord runs straight down the tie. It is a four-in-hand.

Mr. Beauvais has repeated on club stripes, the demand has been so heavy. These are shown in stripes about an inch wide, white and green, orange and black, blue and black, gray and tan, red and blue, and old rose and black. These formerly retailed at $1.50, but are now bringing $1.

English foulards have had a splendid sale through the holidays. Bandana ties are now made of this silk, hundreds of dozens of which have been bought by the best houses here.

Ordered Knitted Ties Heavily.

We don't hear so much or see so much of knitted ties nowadays, yet Beauvais reports that he sold more of this line during Easter than any other, and has ordered heavily for the Summer. A new knit is coming in, one that is finer, and lacks the shot effect. These are shown in much darker shades, with regimental stripes. They are very dignified.

Foulards to Replace Wash?

Wash ties have not yet made their appearance here to any extent. Last year they were not very popular, and this year dealers are inclined to be a little afraid of them. Foulard ties are taking their place, being light and suitable for Summer wear.

Some of the most successful Montreal dealers believe that Palm Beach ties will be good this year. Last year trousers of this color were sold, and this year dealers will be able to offer ties and shirts to match. It was the fashion to hold these trousers up by means of a bandana handkerchief, but this year a Palm Beach belt will be used instead.

The new collar placed on the market by several Canadian makers, the collar which is narrower in front than behind, is having a good sale, but it has not yet ousted its predecessor. There was a collar before this, which was less cutaway than the one following; this is selling well yet, in fact is one of the best sellers. The new collar is liked, but will be liked better when the warm weather is here. Another Summer collar, having no lock front, is selling well. It has no flap, a narrow band, and was a product of 1914.

A plain silk or pique with long points seems to be about the best seller among soft collars, but there is a new arrival on the market which I believe will have a big run. It is shaped like the last linen collar, with a marked cutaway, fairly deep, and has no pin. A band through which the tie passes, keeps it closed. Colored collars of any kind do not seem to be popular, unless it is a collar made specially to match the shirt.

Soft Cuffs Strong.

Dealers can safely put their money on the soft cuff. I have not spoken to many Montreal dealers on this point, but those to whom I spoke said that the number of shirts with stiff cuffs received were few. There are soft cuffs for shirts of flannel, zephyr, Oxford and of twill. Shirts with short, stiff bosoms have now almost ceased to move. Pleated shirts are no more. For dress the mushroom is still being worn to a certain extent, but there have been so few society functions this season, it has put the crimp in this business.

Outing Shirts.

On my rounds I saw a soft shirt, made of twill, an excellent imitation of taffeta wool, which sells from $1.35 to $2. Outing shirts are shown as follows, with collar attached: one of Japan crepe in a plain blue, white, and a few stripes; another a fine English Oxford, with low turndown collar, and a military collar; another of a cellular material, with very low neck, and another of white zephyr, with large sailor collar.

A New Glove.

Considerable difficulty has been experienced by haberdashers in securing supplies of fabric gloves for Summer, these having come in former years from Germany. Canadian manufacturers were successful in securing supplies from the United States, and have put a glove on the market which, while it is slightly heavier than the German product, is nevertheless very welcome. Those seen in Montreal stores, illustrated in this issue, are a light gray fabric, with heavy embroidered silk backs. White fabric, like white chamois, is not selling this year as in former years. No doubt this is due to a desire to economize. Instead, men are buying tan capes, which is a more serviceable glove. The only chamois selling to any extent is the natural, with black back—and this is a dandy seller. Black backs are the thing this year, and it seems the heavier the better.

A big demand is felt in the best stores for unlined mocha, in three shades—gray, tan and fawn. One house almost cleaned out on a line retailing at $3. Gray Sabians, silk-lined and unlined, have taken the place of chamois to some extent.

WHAT IS BEING SHOWN IN TORONTO SHOPS . . . . .

By THE MAN ABOUT TOWN

TORONTO, April 18.—In the Spring the young man's fancy lightly turns to thoughts—sartorial. In the decorous, chivalric fifties they may have turned to thoughts of love, but, alas, our romance runs to Spring suits, new cravats and the latest thing in shirts nowadays rather than to the sweeping eyebrows of Cynthia or the wholesale charm of Betty or Maude. And in wily accordance with this change of mental attitude the retailer dresses his window with novelties galore.

Summery Neckwear.

The window devoted to a display of goods sold in the Annex of the T. Eaton Company has some very attractive crepe de chine neckwear. This is in softest of sand shades, quiet and rich in its very quietness. The material is very soft and, as is well known, being crepe, it makes up into a well-tied cravat. The pattern, small flowerlet or unobtrusive design, occurs about two inches below the knot. The knot itself is quite plain and the space immediately underneath it is plain too. Dark red or blue or brown is the shade of the design. I understand these ties are selling exceedingly well and, so far, at any rate, better than the wash tie. The only possible complaint against this sand color in neckwear is that everybody can't wear it. It is an awkward shade for a sallow-complexioned man to wear.

The Slip-on Overcoat.

I see that the window of Fairweather's men's department is showing some of the latest Durward coats for Spring. Gray seems the predominant note, and an unobtrusive, though quite large pattern the outstanding feature. These lightweight coats are built on the loose plan and allow very free play to the shoulders and arms. They are not exactly kimono coats, though they approximate this style, which will sell well to the elite dresser in the Fall. These slip-ons have, for the most part, the big patch pocket, and many are finished with the leather buttons. Durward has long been recognized in England as the last word in light overcoats and covert coats and the samples in Fairweather's certainly keep up his reputation. There is, too, the advantage that all these coats are distinctive in design: no two are alike. So the man who likes individuality is thus catered for.

A Comfortable Shoe.

Unknown, apparently, to most Canadians is a shoe possibly most comfortable of any. I refer to the brogue. I have never seen this anywhere in Toronto but at Dack's store, but I should imagine that the British element in the city would be enough to make this line a very paying one. The brogue, primarily intended for golf or walking, is much beloved of the Britisher. A strong, low shoe, it is reinforced as well as enhanced by its excessive patterning. There are several lines of welts. The shoe can be had in both brown and black. It is more popular in the former; and though expensive it is an excellent wearing shoe and well worth the money.

Braid on Coats.

The Spring models displayed by Fitzpatrick & O'Connell, at the Cambridge Clothes Shop, are as usual very smartly cut, but—also as usual—most of them have the braid or cord on the turned-up sleeve of the coat. This braid idea has never been popular here on lounge suits. And quite rightly. Braid is an adjunct to a morning suit and the only other place it can appear and be correct is on a dark cheviot cloth which, though lounge, is dark and precise enough to be formal. A braided cuff on a check suit is not "the thing." It is true that some dressers in the States ran heavily on it six months ago, but Canada did not take it up—which is a tribute to our sartorial good sense.

For Spring Wear.

Having got, in some sort, the spat habit, wearers of this very smart etcetera find it hard, apparently, to let go, although with the warmer weather there is really no need for it. To meet the difficulty, spats of much thinner material may be obtained, in all shades. The smartest at this writing is a sand color, quite distinct from Fall. One store, I hear, is selling quite a lot of olive-green spats. This "Tipperary" or "Green" idea is epidemic!

"Wearing o' the Green."

Talking of green materially leads to hats. There is no doubt of the preponderance of this color for Spring. The smartest thing in a soft hat just now is a quiet green, Alpine Fedora style. I see Holt, Renfrew's have a mighty nice display of this hat in their window. L. J. Applegath featured them a month ago. Green—in hats—is the thing.

Wider Stripe Returns.

The English Shop, Stanley & Bosworth's, is featuring the very wide knitted tie, with, of course, the horizontal stripe. I mention this because the horizontal idea is coming back in more ways than one. Some very smart hose I have seen recently have the pattern running across instead of down, and this is true, partially, of shirts, particularly pleated shirts. The horizontal idea shows to no better advantage than in these wide knitted ties. And the samples at the English Shop are certainly dandies. They run in bright colors and obviously produce the best effect with a dark suit. Orange, yellow, maroon and other shades are blended in attractive combinations.

Zebra Effects.

The run on stripe effects in both neckwear and shirts continues very heavy. I see Mr. Hickey is showing black and white stripe effect in shirts. These shirts are mighty attractive and well displayed. A well-drawn announcement stretches across the window, itself a white and black stripe effect. These shirts are of differing patterns; some have the stripes close together, some fairly wide apart. Black and white is an exceptionally good combination for a background for the brilliant ties which are popular now, and which make the only dash of color in present attire. Moreover, a black and white striped effect in a shirt is a good accompaniment to and is in consonance with the "gray idea." Gray is the color for Spring; so the fashion people say. These shirts of Mr. Hickey's are very natty.

HATS and CAPS

THE hat business for the Summer and Fall appears to be in a more satisfactory condition than it has been at any time during the past two years. The craze for novelty stuff, or as it had better be called freakish models, seems to have spent itself both with the manufacturer and the public. There was never any particular sign from the retailer that he was anxious to lay in a stock of these uncertain goods, but unfortunately he was compelled to follow the example of his neighbor and stock up with the newest things out, knowing full well that this could only be done at the expense of the stock that he had bought several months previously in the more staple lines. One of the most noteworthy examples of this was the flash in the sky caused by the taper straw hat last Spring. It came late, as most freaks do and must do in order to get any sale. It sold well. The public took to it. For some reason or other they seemed to want something out of the ordinary line and the dealer in all the cities and towns who was fortunate enough to get a stock in a few days before his competitors cashed in and found that he could hardly get enough to supply the demand. The taper subsided as suddenly as it had appeared and six weeks pretty well saw its finish. Then the dealer found himself with a stock of the more staple lines in straws which he could not sell in June and was forced to get rid of them at a great sacrifice sometimes as low as 50c. or 75c. late in July.

Why Retailers Have Held Off.

This experience was not a comfortable one, and the result has been that the buying of straw for this season has been put off until very late, so that a great many retailers have not even looked at samples yet, contenting themselves with the remark that they would wait until the novelty lines were on the market.

New dimensions in the sound, the popular Summer hat: 3½ inches crown, 2¼ inches brim.
The Staple split Straw: 3½ by 2¾.
Flat taper crown, pencil curl.
Open telescope, pencil curl.
Shown by The Crown Hat Co.

So far as The Review has been able to learn from a number of manufacturers there are no real novelty or freak lines on the market this year and none so far in sight. This does not prove that some will not be brought out at the last moment but the most hopeful sign of hat conditions in Canada at the present time is that the manufacturers are all moving in the direction of a staple line and the presence of this as a rule is not compatible with any strong tendency towards what may be termed the bizarre in fashion.

Medium Height Straw Hat.

For example, the straw hat which last year ran to a higher crown and narrower brim in direct contrast to that of two years ago, which had a low crown and correspondingly wide brim, has returned to the medium height of crown and width of brim. This is essentially and in the past has been accepted as the mean between the two extremes and its adoption this year by the majority of manufacturers and designers is a good omen that as far as they are concerned—and the retailers have backed them up so far—they believe that staple lines are in for a considerable run. This is quite as it should be at the present. Business for some time to come cannot afford to take many risks and the acceptance of more staple styles on all sides will ensure the dealer the maximum of profit from his business and the minimum of waste in having a stock left over on his hands which he knows will be unsaleable in the succeeding season or which may be rejected in the height of the present season if styles became at all wobbly as they were last year.

Grays Coming Stronger, Greens Weaker.

Before taking up straws it should be noticed that there are two new developments, rather striking ones in the matter of the soft and stiff hats.

In last issue it was noticed that greens were a strong selling feature of the early Spring business in soft hats. Easter saw the

height reached by green and since then they have tapered off somewhat. The new shade that is rapidly replacing them, with the best class trade, is gray, with a preference for a pale, but a demand also for a large number of dark shades.

One of the most exclusive hat stores in Canada about the 10th of April, had a window all of gray soft hats in prices ranging from $3 to $5, exclusive lines, of course, but indicating to some extent the coming tendency. Some of the jobbers' sorting orders also indicated a strengthening in grays and a weakening in greens. In nearly every case the gray took the form of the Alpine or fedora, possibly because this seems the more dignified and not as adaptable to the more sporty trade as is the telescope.

Upper row—Fall models: No. 1—Bullet crown, bow on the bump; 5½ inches by 1⅞. No. 2—High taper oval crown, bow on the side. Lower row—Panamas: No. 1—Open telescope in 3½ inch crown; No. 2—Flat top, taper crown, pencil curl brim. Shown by Vander Water, Watt, Brown Co., Limited.

Movement Towards Stiff Hats.

The next development, a definite one it would appear, is in the direction of a growing strength for a stiff hat. It was prophesied last Fall that these would come in again for the Winter, but these prophecies fell to the ground. The prophecy also included early Spring wear and Easter itself would show a growing strength in stiff hats, this was only to a certain extent. Since the 1st April there have been indications from the larger centres in Canada that the stiff hat was coming back to a portion of its old popularity. A Montreal dealer in an article elsewhere in this issue is quoted as saying that he has sent in a heavy repeat order for Spring and several jobbers reported that they found business picking up considerably. All now seem to agree that next Fall will see this hat very strong with a corresponding weakening in the soft hats.

However, there will be a movement amongst retailers that will receive the support of manufacturers to create a "double hat" demand which will seek to retain both the soft and the stiff hat, the latter for more formal wear, Sundays and evenings and so forth, the soft hat remaining the ordinary business hat.

The tendency in the stiff hat both here and in the States is in the direction of greater height replacing the lower hat of last year. It is strange but it is usually the case that the stiff hat goes in the opposite direction to the straw hat, the one reaching out towards a higher crown and the other to a lower one.

1. Cap for Fall. 2. Sennit straw, 3¼ x 2⅛, with black band 1¾ inches wide and flowing bow. Shown by C. W. Peck.

The position of the Panama hat would appear also to be better than it ever has been. The shapes which are illustrated in this issue show the reason for this.

The models which have been gotten out for years past were along lines different from those in the general run of hats, either straws or soft hats. It seemed to be the idea of manufacturers that the Panama hat, being of a distinct fibre, demanded a distinct style from other hats. They certainly carried this out in the designs which they offered to the trade. Many condemned the Panama on this account and it was limited in a number of places and in the opinion of many to more of the sport's hats than one of general utility, although on all sides the wearing qualities were recognized as being one of the best of its qualifications for use. This year, as will be seen, an attempt is being made to get back to more normal styles in Panamas, and although in the United States the old styles with the loose turned-up brims are still being sold, Canadian demand would appear to be along the lines more of the pencil curl brim and telescope in the soft hat, and along these lines there would appear

(Continued on page 60.)

SUITS & OVERCOATS

THERE is little that is new, at this writing, in men's suits for Fall. That is, little that is a departure from the very sharply-defined lines which we discussed in our April number. The manufacturers, however, have views and opinions as to how and what the retailer is thinking and while the broad lines of the trend which men's suits in Canada will take next Fall and Winter are definitely settled, there are things worth noting that have developed.

The color question is one of importance, because as the season progresses and the travelers go amongst the buyers in the country certain sharp lines are defined. checks are going to have considerable run; browns and greens with browns and dark grays with overchecks, sometimes in blue and purple, and green—particularly olive green—will feature very largely in the orders which the retailers are placing.

As we stated last month worsteds rather than tweeds will have the big call: as to patterns the small checks rather than the loud and large checks are getting the business.

There has been some talk in certain quarters of the popularity of green as a color for suits next Fall and Winter. It might be said right here—and the manufacturers will bear us out—that while green mixtures may go well, straight green, green cast that is, will not take on the Canadian market. It has been tried again and again. This is not England; this is Canada and the man in the street knows what he wants and is going to have it. Greens in conjunction with browns more particularly and some with grays, particularly fairly dark gray—will do pretty well but not straight greens.

As to Serges.

Some time ago in Men's Wear Review we went into the subject of the scarcity of serges. A prominent retailer in Toronto who is in touch with the market in England and that pretty closely, ventured to predict that serges would be difficult to get and would therefore be higher in price for next Fall and Winter. Moreover, he suggested that in all probability checks and patterned stuff would take the place with a great number of men that serge has hitherto held. As far as can be judged at this writing when the travelers have not been out amongst retailers very much the prediction of this retailer is coming true. That is, in so far as the scarcity on serges is concerned, and in so far too as the price is concerned. Serges are a little higher than heretofore. Also they are a good deal scarcer. But oddly enough—and yet perhaps not so oddly—every manufacturer is finding that he can sell every bit of serge he has got; the fact that it is scarce and a little higher is making it in distinct demand right throughout the country. This is significant, and we think borders on the larger question of what is the best buy for a man of average pocket during a time of forced economy.

NEW MODEL FOR FALL.

Brown check, fairly close fitting, wide lapels, two-button sack with double clasp; narrow cuffs on sleeves. Shown by Randall & Johnston.

Public Buying Staples.

It has been proved over and over again, and is being proved again just now, that in hard times the public demand something staple. They cannot afford to go in for a suit for morning wear; a suit for afternoon wear; and another suit for visiting and wear at night. They want something that will do for all the three. For this reason serges are very much in demand, and what there are—though there are less than heretofore- are finding a ready market at slightly enhanced prices. Still serges are not, in the main, figuring as largely in the orders of the average retailer as checks, and so on.

With regard to the question of the broad lapel, we went into this last month and stated that in our estimation there was going to be a struggle in Canada for the life of this broad lapel. Manufacturers' travelers tell us that it is being bought up very largely. Manufacturers are running fairly heavily on it now, although a month ago they were undecided just how heavily to run, and the retailer is buying what is offered to him. So that for Fall and Winter this broad lapel will have a pretty good hold. This is another proof of the fact that we are about one season behind the United States. The

latest news from our New York correspondent is that this broad lapel is going out and there will not be very many sold and seen there next Fall. However, here it is, and it is here to stay until next Fall and Winter at any rate.

With this broad lapel which fits back far on to the shoulders, there has come the tendency—with some manufacturers—to have it finish higher up the coat. This gives a triangular look. But we understand from one or two manufacturers that in addition to this freakish style of suit a more conservative style is selling pretty well too.

The length of the coat for next Fall and Winter is about average, measuring somewhere near 31 inches. The cuff on the sleeve is only moderately popular, for which the Saints be praised.

DOES TRADE WANT CLOSE-FITTING OVERCOAT?

New York Calls the Loose to Win for Fall, and Most Manufacturers Got Out Samples, But Many Retailers Are Not Ready For It Yet.

SOMEWHAT of a deadlock exists in regard to the overcoat situation for Fall. In our April issue we noted the plans of the majority of manufacturers for a loose-fitting model. This is the favorite in New York to-day —not for Spring but for Fall –and one manufacturer just back from that city declares that there are five loose being bought by the trade for one tight-fitting.

However, manufacturers propose, and sometimes retailers dispose. The result of a month's traveling among retailers convinces some of the manufacturers that the statement that the loose-fitting coat will be the leader next Fall and Winter must be modified. The retailer has not taken just what was offered him first. It will be a leader—but for a certain class of men only. At present—and until the weather-vane of retail opinion changes again—the tight-fitting coat, in the opinion of many, will be the leader for young men's wear. Men's Wear Review gives this view space as deserving of attention; it will be at least one month before the question is settled for young men's styles.

The Form Fitting Coat.

We have seen several very smart models of this form-fitting coat that is selling so well for next Fall. Mostly it will sell in dark colors. One model we saw was a black rough tweed cloth. The velvet collar was very wide, and sat well back on the shoulders. The lapel was wide, though not ultra-wide, and rolled across—for it was a double-breasted coat—to button at the second of three buttons. The coat was about forty inches long — the popular length for next Fall. One or two details added a distinct touch of smartness to this coat. One was the curved pocket, a relief from the cut and dried square cut horizontal pocket. Another was the vent at the back. Instead of running straight down from the seam, it is—by this particular manufacturer—on the step idea. That is it is made about an inch and a half to the right of the seam, from which it is carried out by a small horizontal seam. It is a neat and individualistic touch. To accommodate the rather wide lapel, the breast pocket was cut on a distinct slant, and it was another natty feature.

Ornamentation and Such.

Velvet is "the thing" for young men so far as Fall overcoats are concerned, though the predilection velvetwards is not so pronounced for next season as it was last. It is particularly au fait with blue, and there are some very smart blue pilots being shown. The tendency is to get away from ornamentation, but evidently the manufacturers are doing the thing gradually. Velvet will go; it has gone in the States to a marked extent—where the smart coat for next Fall is concerned—and as we are about a year behind New York in many respects, it will doubtless disappear here, too. But the time is not yet. Why, we have only had it for a couple of seasons!

This general question of ornamentation and such comes up because there are several very natty coats being shown for Fall wear which are plentifully bedecked with piping, braid and so forth. One model, and a very smart one at that, had piped cuffs, piped pockets, piped lapels, and a broad velvet collar. It was a four-button double-breasted, form-fitting coat. The cuff was very narrow, and stretched about three-quarters of the way round the sleeve. The whole effect was very smart, and we hear that it is a line that has sold very well, but for any but the young man it is unlikely that it would be a best seller.

Balmacaans and Near-Balmacaans.

There is not very much new to say with regard to the loose-fitting coats. They are, as we said in another section, falling from favor some this last month or so. But there will be a lot of them worn next Fall, and indeed orders have been placed for them to a very considerable extent already.

Single-breasted waterproof, button to neck, military collar with throat tab, raglan sleeves, very deep one-piece pitched seve (thus affording easy movement of arms without lifting body of garment. Full skirt, cut-through pockets on slant with double welts to button; seam in centre of back with long slit to button; skirt tab, facings and pockets, bound edges, seams double stitched and strapped inside and outside, making garment strong and at the same time smart; fancy unproofed gab, deep loose back yoke lining, tabs on cuffs, double stitched edges, ventilated under arms. Shown by Canadian Consolidated Rubber Co.

It would be interesting to have a forum on the question of which will win out, the tight-fitting or the loose-fitting coat for next Fall. Manufacturers are more or less evenly divided, even at this writing, for though some of

men have changed their ideas and have gone over to the tight-fitting coat, there are still left those who think the loose-fitting, the Kimona, Balmacaan, and near-Balmacaan are the only coats. Perhaps the most reasoned remark was made by a prominent manufacturer who said that the loose-fitting coat was undoubtedly returning to public favor as a Fall and Winter coat, but that we should have a season of half and half—with a slight preponderance of form-fitting—and then next Spring and in the succeeding Fall, a plethora of loose-fitting coats, probably carried to extremes.

The loose-fitting overcoats are along Balmacaan lines, but the majority of them do not come up closely round the neck. Instead, they have a very pronounced lapel, broad and long and rolling. The sleeves are big enough for two arms and then some, and are of the kimona type. One touch about these loose-fitting coats, that is being added by one or two manufacturers is the double-raised seam down the middle of the back. The shoulders in several of these coats have no seam at all.

Pockets are nearly all horizontal, and not a few of them lined with the heavy, raised double seam

American and English Clothes Compared

American Styles.

A Style designed for Fall of 1915

Fall and Winter, 1915.

English Styles.

An English Model in Lounge Suits.

One of the English Overcoat Styles.

ENGLISH AND AMERICAN LEADING.

WHEN the American decided to dress on the English plan he went in for the thing thoroughly. Three or four years ago the Englishman with his tight-fitting suit, pronounced waist, his long lapel, tight pants, his low collars, and his slender, slim appearance was laughed at in America. The American, resplendent in a broad loose fitting suit, padded shoulders, baggy pants and general effect of mountain-of-flesh could never see the point of view of the Englishman who would compress himself into such small space. It is all different now. It is the fashion to be English. And, as usual, Brother Jonathan has overdone it. He has out-Englished the English; he has become the super-Englishman. Did the Englishman have a waist? The American has a super-waist. Did he have narrow shoulders? The American has super-narrow shoulders.

On this page we reproduce from the "Outfitter" of London, England—a trade journal of high rank among trade papers over there—a cut which shows the essential differences between the American models of a suit and an overcoat for next Fall wear. This cut tells the tale at a glance. Take the suit first of all. Notice the American suit compared with the English one. The lapel is very much broader. The waist of the American suit is much more pronounced. The freakish touches on the American suit are missing in the English suit. For instance the semi cuffs on the sleeve of the American suit are not there on the other. The lapel of the American suit is broad and flowing, almost grandiloquent; it goes a good deal further, although originally on the same lines as the English long narrow curved lapel. The pockets in the American are cut on the slant: in the Englishman's suit they are cut straight. In fact just about the only similarity between these two suits is in the pants.

Then take the overcoats. They are essentially the same style of overcoat to begin with. But notice again that in the American's coat the waist is much more pronounced than in the English coat. The lapel stretches right across almost from shoulder to shoulder in the American overcoat. In the English overcoat it gives the effect of length and slenderness, rather than of breadth and squatness. The number of buttons is the same. The character of the coat is essentially the same—it is double breasted—but the American coat gives the effect of freakishness. It is out of the ordinary. The English coat is conservative, unimpressive, quiet. The skirt of the Englishman's overcoat is more flowing. The American's fits more tightly round the person.

This cut is about the best illustration we have seen of our contention. Some time ago our New York correspondent wrote in his letter that New York was so near to and yet so far from what the Englishmen affected in dress. He pointed out that the American now considers it fashionable to be English, but in trying to be English he overstepped himself. The cut given above proves our correspondent's contention. The American has gone to the other extreme. He has beaten the Englishman at the Englishman's own game. Will the Englishman come back? Will next season see a predilection on the part of the Englishman to affect American dress, with its tendency to freakishness, super-modishness and ultra-smartness?

KNITTED GOODS

MR. I. BONNER,
President Canadian Knit Goods Manufacturers.

A MEETING of the Canadian knit goods manufacturers was held in the Royal Hotel, Hamilton, at which there were represented about 80% of the knitting industries of the country. It had been felt for a long time that an organization of knitted goods manufacturers was needed, whereby the different manufacturers might be brought together to discuss their mutual interests in the purchase, manufacture and sale of their respective products. Mr. M. B. Holton, of The Chipman-Holton Co., Hamilton, occupied the chair.

Mr. I. Bonner, general manager of Penmans Limited, was elected president and Mr. Charles Turnbull, of the C. Turnbull Co., Galt, vice-president, Mr. W. J. Westaway acted as secretary-treasurer pro tem.

The following members of the organization committee were among the forty manufacturers present: James Moodie, of J. R. Moodie & Sons, Hamilton; James Thompson, of the Zimmerman Mfg. Co., Hamilton; Chas. Turnbull, of C. Turnbull Co., Galt., W. H. Magill, of the Canadian Knitting Co., Hamilton; G. Smith, of the Mercury Mills, Ltd., Hamilton; W. J. Westaway, Hamilton.

The organization will include the following sections: ladies' underwear manufacturers, sweater coat and kindred manufacturers, hosiery and wool socks manufacturers and men's underwear manufacturers.

FEW UNION SUITS OVER THERE.

An interested trade report comes from England dealing with the differences between the knit goods market there and in this country.

In men's underwear the preference there is for two-piece suits, the national habit still persisting in clinging to the old style. It is pointed out that in American homes the temperature is kept at a higher point than is usual in England with the result that over here men can wear lighter underwear much more comfortably than in England, where the difference in temperature between outdoors and within is materially less.

There is also lacking there the prejudice over in-between prices that exists in Canada and the States.

* * *

In discussing the hosiery situation for Summer a New York authority says:

Just what effect the vogue of fancy shoes is likely to have on the hosiery business this Summer is a question about which there is quite a difference of opinion among men in the retail trade. There are some who think that the existence of mixed colors in shoes will have a tendency to curtail the demand for fancy hosiery of all kinds, and there are others who take just the opposite view, expressing their belief that novelty hose will be worn because much of their conspicuousness will be relieved by the fancy shoes.

MR. C. TURNBULL,
Vice-President Canadian Knit Goods Manufacturers.

It seems to be most reasonable to assume, however, that the conservative man and the smart dresser who wears fancy shoes this Spring and Summer will endeavor to tone them down, to a certain degree, by wearing quiet, plain hosiery with them. There are several new shades of hosiery in plain solid colors on the market now, such as sand, putty, ivory, etc., but just how much they are going to be worn by men still remains to be seen.

Some of the retailers in the large cities are featuring the new irridescent silk hose, in heather mixtures, black and white, black and red, black and green, and black and blue, retailing at $1.50 plain and $2 with embroidered clocks.

ANTIDOTE FOR THE SALES EVIL.

At a convention of Kansas retail clothiers a Columbus dealer outlined a plan that had recently been put in operation in his store. "We not long ago departmentized our business," he said, "and found that our furnishing goods and shoe stocks were making the money and clothing was holding down the total profits. We found, by keeping records of our business, that trade was diminishing before the start of sale periods and greatly increasing after they were on. We finally decided to never hold another clothing sale in our store, and came out with announcements outlining our new policy of doing business. Under this new plan of ours goods will sell at one price right through the year, in season and out, but this price will be a 15 per cent. reduction from our former figures in season.

NECKWEAR

1. *Novelty bat wing just put on the market, with black center and colored bats, in dazzling combinations. 2. Khaki as a background with regimental stripes. The white band with a green and red or blue and green either side is even attractive. Shown by A. T. Reid Company, Limited.*

IT would appear that the tendency towards a revival of horizontal stripes that displayed itself a few months ago in the manufacturers' samples was well judged. Horizontal stripes are coming back This does not mean at all that the diagonal designs are waning in popularity, but there has been a pronounced trend towards horizontal designs in knitted ties for some time, and one manufacturer gives it as his opinion that this is the origin of the revival in satins and silks. We show a sample on this page. These horizontally designed ties all seem to be rather broader than we have known them before, and they tie with a larger knot. We hear from retailers who are handling them that their big sale is to older men, chiefly on account of the large knot. Just how general this is we cannot say. A sample we saw was an attractive combination of chocolate and deep blue with the white stripe at wide intervals alternating with patches of plain color. The knot was plain; the folds immediately below were patterned with the white stripe. It was a very natty model.

Regimental Stripes Still Strong.

The bright colors in men's attire this Summer will be in the neckwear, and the regimental stripe in four-in-hands continues a hot favorite. A very new model just out is a khaki background with combination stripes across at fairly wide intervals and running diagonally in different regimental colors: green and red and white; blue and green and white, and so on. Khaki is a color that most men can wear and the bright splashes occasioned by the regimental pattern make a smart tie.

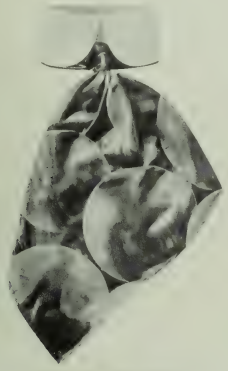
A different kind of tie is the bright blue and white combination. We reproduce a sample here. This is a good Summer tie and will go well with a light shirt and Summer suit.

All sorts and conditions of bat-wings are selling and there is a marked run on this kind of tie. Very possibly the shallower and more cut-away collar has something to do with this increased demand for bat-wings. They tie better with the wider opening. Be that as it may there is a heavy run on them. We reproduce a particularly smart model on this page. It is one of the neatest things in bow ties that the season has had to offer so far. Made of silk it is so arranged that the knot is black, while the two bats are in color combinations. The design is a thin but close black stripe on a white or blue or red background. The black and white is possibly the most attractive of all. This tie is conservative in one particular and possibly it is that touch that makes it distinctive. It is not ultra-wide. The tendency in bat wings this year has been to run to wide ends and certainly the man in the street is buying a wider bat. But in the case of this design the manufacturer has been conservative in this par-

1. *Corded silk, macaulay stripe, blue and white in six different grades. 2. Black and white Panama checks with satin over stripes, in forty ideas. Shown by T. & S. Currie.*

ticular and we are not surprised to hear of a good demand for this tie.

Another bow which is being taken up is along the lines, so far as pattern goes, of the horizontally designed



FRENCH NECKWEAR

A beautiful imported pattern showing popularity of big designs. Ground is in mettor, with circles shading off into reds, blues, etc. Courtesy of Stanley and Bosworth.

wide tie which we have noted. It has patches of plain and then of design and certainly looks very attractive. The ends are cut square.

As we noted last month the pointed end bat-wing made a big impression as soon as it was put on the market. We hear from both manufacturers and retailers alike that this tie is selling well. The grenadine in which it is made up is a cloth that lends itself both to the bow and to the novelty pointed end. Blue and gold, and green and gold combinations are very strong.

PERTAINING TO CRAVATS.

Colorful effects is the prevailing note in neckwear, and the designs still evidence a reproduction of nature's handiwork in leaf and floral creations. The shades are consistent with the motive, reproducing tints seen in tree and flower life, declares a leading men's wear store in a booklet just issued.

Associated with these effects are many striking ideas in artistic designs, with tartan and handsome plaid effects well to the fore.

Altogether it is a season of color and pattern, with plain shades very little in demand.

Cravats are still very wide below the knot, which is necessary to do justice to the pronounced designs.

Ascots are approved for morning coat wear, and even for such occasions a little color is permissible.

Bow ties are still in favor for another season, and have become so attractive and suitable to most men, that it will be some time before they are relegated to the background.

The cravat is an important article of one's dress. It is the first detail to strike the eye and frequently either enhances or mars one's appearance.

To be pleasing, one's cravat should be distinctive and yet suitable to both the wearer, and the rest of his apparel.

FLAGS AND KHAKI GROUND.

Novelties That Are Being Placed on the Market—Palm Beach Shades.

Montreal, April 19.—A Canadian maker of neckwear was asked which line had enjoyed the biggest sale this year. He replied by showing a $4.50 line, with flaring end effect, of good length. This, he said, was specially made for a high vest, and made so as to give a wide spread under the knot. Young men, he said, are puffing their ties out of the vest, with a pin through it.

Khaki, flags, and regimental stripes figure prominently in novelties, material for which arrived in the hands of Canadian makers just as we were going to press. Considerable difficulty is experienced by neckwear manufacturers in securing novelty silks. So much so, many makers are not troubling with novelties, and are buying only domestic silks.

Palm Beach shades are coming more to the front this Summer. These are being made with grenadine effects running through, also with military cross bars, in light shades of blue, green, and red. Both these would look well on a man wearing a Summer suit. There are also dark military khaki grounds, both plain and fancy, with fancy cross bars, the khaki effect running between the cross bars, of a similar family to the grenadine.

Where the Union Jack is introduced, the spacing is good, and not likely to offend anyone on account of it being flashy. The flags are small, and are being made on marine, Tipperary and khaki grounds.

Wash ties are meeting with a fairly good demand. Very few novelties are being shown this year.

BLACK KNIT TIES.

Black knit ties are proving very popular in New York and are usually seen with a double knot, especially when the extreme cutaway collar is worn.

Bat wings even of very bright colors, are selling rapidly and the oft-predicted bat-wing season seems now likely to be realized.

FOR SHOWING NECKWEAR.

A new display stand for neckwear is made up of four frames, the back ones higher than the front. The ties are hung on a bar. On top of each rack is a row of pins in the shape of a Y to hold the neckwear, ready-tied. These stands are for use on counters on tables and also inside the show cases.

1. A natty bow tie in dark blue and dark red combination. 2. A very neat sample of horizontal stripes. Shown by Sword Neckwear Co.

COLLARS & SHIRTS

THERE have been heated controversies during the past few years on the respective merits of the soft and the stiff cuffs. The opinion of the trade seems to be that the soft cuff has come to stay, and it is here this Summer as strong as ever. It is both practical and economical, economical because it is a shirt that can be readily laundered in the home, and practical because many men feel more comfortable with a soft cuff than a stiff cuff.

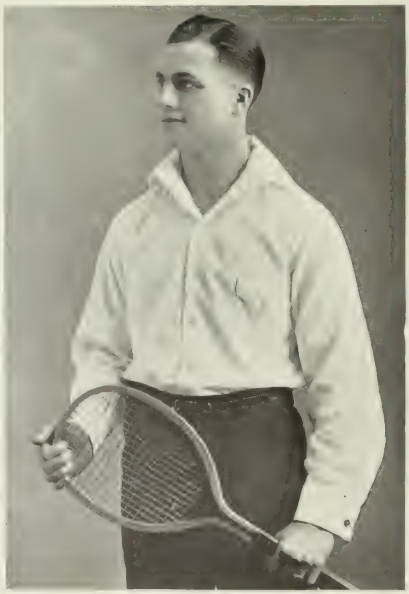
This does not mean that the stiff cuff is in any danger of being superseded. The demand for the two cuffs remains about the same as for the past four years; it has not varied much for either. They are both popular, and each has its use. There has been lots of talk of one or the other pulling out, but as far as the soft cuff is concerned the demand this year is as great as ever. On the other hand, staple lines such as stiff cuff shirts with black and white, and blue and white hair lines, are selling as heavy as ever, and one of the biggest troubles of manufacturers is in keeping quantities required in stock.

Miniature Flags in Shirtings.

A Canadian manufacturer is offering the trade a line of patriotic shirts and ties, embodying the Union Jack. The shirting goes further than that, having miniature flags, representing the colors of Britain, France and Russia. These are being brought out in both stiff and soft cuffs, and with soft separate collars. These will sell for one price—$9, retailing for about $1.25. The material only reached the factory the middle of April, but finished shirts will be ready for the holiday trade. Delivery is promised for May, some time.

Among these novelty lines, there is one with a khaki ground, with hair line colored stripes. Others run more to the lighter grounds in stripes and objects of flags. A line of tartans was not ready in time to be illustrated in this issue. It is difficult to work a tartan into a stripe suitable for a shirt, but these have the real tartan appearance.

In our last issue we illustrated a handsome striped silk fronted shirt with French double cuffs of silk, and cotton body. This line had a wonderful sale, as was expected, being practically cleaned out. Here was a line suited to the present economic conditions. The same idea is now being followed up in a cheaper line. A manufacturer is introducing a shirt with fancy bosom and soft cuff, having a starched neck band, costing the retailer $9. suitable for the Summer trade. The bosom and cuffs are of fancy material, of silk or mercerized stripes, and printed body to match. Judging by the demand already felt, this shirt should prove a good seller with the cheaper class of trade. A line at $10.50 was put on the market a month ago, which has been completely sold out. It was necessary to withdraw it owing to difficulty in securing material. The $9 line was introduced to take its place, and should meet with even a better reception.



Sports shirt of Shantung silk with soft double cuffs.

The collar business showed remarkable improvement during April. Sorting orders came in heavy, causing manufacturers to run full time, which has been rare since the war. The cause, no doubt, was the fact that retailers had allowed their stocks to run down to such an extent, they were compelled to come into the market or lose their collar business.

Cutaway Replacing Long Point.

Reference was made in our last issue to the fact that a certain firm had put a collar on the market, the depth of which was such as to give maximum comfort during the Summer. Other makers are coming out with a similar collar, in plain and fancy cloths, both stiff and soft. Enough was said in our last issue about the stiff collar, but little reference was made to the soft collar, which bids fair to be the thing for next Summer. Long point collars, which had a considerable run last year, and will no doubt be worn extensively this year, are giving place to the cut-away shape and will undoubtedly be finally ousted by it. The cut-away collar has been a winner in stiff cloth, and should be just as popular in soft. The advantage of the cut-away shape making links unnecessary is being very much appreciated. French piques and fine poplins look as though they would be big sellers.

SILK AND LINEN FOR SHIRTS.

A combination silk and linen is being taken up by some men's wear dealers in Canada and they are very enthusiastic about its use for shirtings, contending that it has more durability than silk and is capable of being made up into quite as attractive and beautiful patterns. Some of those seen were of very large stripes but in delicate shades, some of them approaching even to shadow effects. Generally speaking a jacquard pattern was woven in. Among the combinations was one of mustard and lavender stripes. Another was a combination of pale blue and mustard. Some of these shirtings were made into shirts with fronts in which the stripes were used in a panel effect, one on each side of the buttons.

* * *

TAILORED SHIRTS.

The well-known men's furnishers whose samples of silk shirtings appear on this page have issued the following to their customers:

This season evidences an increased liking for tailored shirts.

Men who dress well are becoming more particular in regard to every detail of their dress, and realize that in having their shirts made to measure, they secure a more perfect fitting garment.

Tailored shirts give one the correct neck slope necessary to securing perfect fitting collar, and also the tight length of sleeve, and size of body. All these details are very essential in permitting one's clothes to have the right appearance.

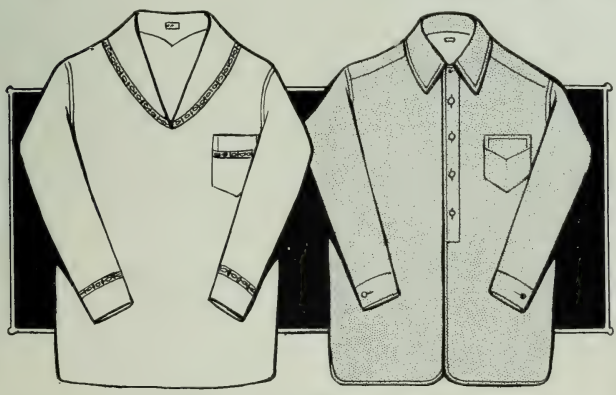
Quite pronounced designs and coloring are being favored.

We have just received a range of very attractive stripes in fine madras cloths, two tone effects in quite decided stripes which are daring in originality, but strikingly effective.

Starched cuffs are gaining in favor in preference to the soft French cuff. We have designed a "single" soft cuff which is less mussy than the double style, and smarter.

Monogram on either sleeve or cuff is the mode and favored in almost every instance, as the constant touch of individuality to one's tailored shirts.

This is a unique display of rich, English shirtings in silk, with a puff in the centre and the others running off diagonally to the framework. These come in forty different color combinations in delicate shades, with a jacquard pattern, and when made to order retail at $7.50 and $8. Courtesy of Stanley & Bosworth.



LINES FOR SUMMER WEAR.

1. *Middy pyjama, with low V-opening and no fastening; trimming on neck.* 2. *Sport's shirt, of soisette. Shown by Dufferin Shirt Co.*

* * *

OUTING SHIRTS.

The demand for outing shirts seems likely to be better this year than for some time past and manufacturers are preparing for a livelier demand. Silk, of course, and a material with a sort of mercerized finish, soisette, will be among the big sellers for the better class trade, with the old favorites in the lower-priced lines. In this issue a suggested advertisement is shown for outing shirts. Window displays should accompany this and carry some outing accessories in the nature of sporting goods, baseball bats, tennis racquets, footballs, thus creating the proper outdoor atmosphere. Many men's wear trimmers carry this out to an elaborate detail with very helpful results.

BOYS' DEPARTMENT

CLOTHING manufacturers until very recently have not been giving the boy the attention he deserves. They have not been catering to him. High-class stores, which were compelled to carry first-class boys' clothing, found it difficult to get the goods they wanted without a search far and wide. But manufacturers have begun to give the boy more attention, with the result that to-day all clothing manufacturers who are in the least bit jealous of this class of business, are looking after the boy as carefully as the man.

In the past, for many years, the feeling existed that anything was good enough for the boy. If a cloth was not moving when made up into men's clothing, it was made up for the boys, who were not so particular about what they wore—or, perhaps, has less to say in the matter then their fathers. This was the wrong viewpoint, for parents usually are as anxious to see their boys well-dressed as themselves.

This opens up a new channel for the designer in which to show his creative ability. In the case of men's clothing there are limitations which bar him from introducing anything novel. Men would not wear the clothes with the features found in boys' clothes. A designer can go a long way towards making the boy look "cute," but woe unto him who tries this on the man.

We see a successful effort of the designer to introduce something novel, in the newest boys' models for this Summer. The tendency is the same as the man's in this particular—that the softer they can be made, the more desirable are the clothes. One of the popular boys' Norfolks for the Summer is a single-breasted straight front, with four patch pockets to button. It has a pleated back, and a stationary belt from side seam to side seam. The nicest way to make these is in skeleton form, with no padding or stiffness in the shoulders at all.

For the youth, the same coat is made in blue flannel or dark Oxford materials, which make nice outfits if worn with white flannel trousers.

Another smart boy's Norfolk is a double-breasted outing jacket with a cluster of seven pleats to run from the yoke to the bottom. This garment has patch pockets, and is made with centre vent. It differs from the one previously described in that it is not made skeleton.

Semi Norfolk, patch pockets and two-piece belt. "The Warwick." Shown by C. M. Gilchrist & Co.

PRICES UP IN BOYS' CLOTHING.

The necessity for advancing prices on boys' clothing has existed to the same extent, proportionately, as in men's. For some reason or other supplies of clothes do not seem to have bothered the boys' clothing manufacturers to the same extent as others, and the advance as a result has not been as marked

DOUBLE PAIR OF BLOOMERS.

Many boys' departments find it a good idea,—a good talking point in selling goods to make arrangements with the manufacturers to provide an extra pair of bloomers with each suit. These increase the cost 90 cents or $1, or a trifle more in some cases, but a number of firms that make a feature of the double pair in their advertising and store talks claim that it is one of the best inducements to buy that they have ever tried.

It is obvious to the mothers who are buying that the coat outwears the one pair of bloomers, and usually requires an extra odd pair or is discarded.

Why not, it is asked, get a pair of bloomers of the same pattern now, at a very small extra cost, so as to take the most wear possible out of the coat.

PLEASING THE BOYS.

A view of the clothing department in the men's wear store of Mr. A. M. Eccleston, St. Catharines, appearing on the opposite page indicates the prominence bestowed on the boys' end of it by this firm. Almost one whole side is given up to boys' clothing, and there it is kept on the most approved racks; handled as carefully and with as keen an eye to display as the best of the men's.

"Pleasing the boys themselves rather than the mothers, is our aim," said Mr. E. Rolls, manager of the clothing department to Men's Wear Review. "That is, in our experience we find that too often the boy's wishes, have to give way to the parents and often they are not consulted at all. Wherever possible, we try to protect them in their likes and dislikes, for if we satisfy them and get them to trust us when they are boys we will get their trade when, as young men, they buy for themselves.

Where Boys' Clothing Holds an Important Place

Interior View of Clothing Department of A. M. Eccleston, St. Catharines, Ont.

THE boy is gradually coming into his own. For too long they, the boy and the girl too, have come under the heading of "children" when clothes were under consideration, and it has taken many years for the dealer in clothes and furnishings to realize that the boy is really a small sized man, and that he is worthy of much consideration. The day is coming when parents will not take their boys to be fitted in the department for infants. The tendency is to give the boy and girl separate departments, departments which are in close proximity to those of men and women.

Goodwins, Ltd., Montreal, are among those who have recently taken a bold step in this direction. The words "child" or "children" are now absolutely prohibited in the store. Mr. W. H. Goodwin, speaking to a representative of Men's Wear Review, said: "There is no such thing as a child, and we have separated the boys' and girls' departments from the babies'. Infants now exist only up to the age of two years. After that age, they are either girls or boys. The boys' department has been moved from the women's section on the second floor, to the ground floor, close to the men's department. We had to do it. Departmentally speaking you cannot have a child. Over two years of age, it is either a boy or a girl."

The reason for this change was that Goodwins were being pestered by people who were unable to distinguish between children and infants. A mother entering the store on the ground floor would ask a floor walker where the children's department was situated. She was told it was on the second floor. Having arrived there, she asked for a pair of shoes for her boy. Investigation showed that the boy had a foot as big as a man, whereupon the woman was sent downstairs to the men's shoe department. This did not please her, and the retort often heard was: "I was sent up here. Do you think I am going to walk up and down stairs all day?"

Circumstances like these compelled Goodwins to eliminate the "child" forever from their store. Recently the carpenters have been at work on the ground floor, converting a space near the main entrance into a boy's section, for furnishings. Sections for boys' clothing, boys' hats and for boys' shoes are adjacent, so that there will be one big boys' department.

Boys' Goods All Together.

The idea, as expressed by Mr. J. Rubine, buyer in the men's furnishing department, is to have things so that a mother with fifteen or twenty minutes' time in which to fit up her boy, will not have to run up and down stairs. Formerly she wasted two or three hours running around the store, and came away tired out, and saying: "That's the last time I am going to a department store for boy's clothing."

Goodwin's have taken one of the best men in the men's furnishing department, and placed him in charge of this new section. It will be his duty to get in touch with boys, find out what they are wearing, and to study their likes and dislikes.

Special lines are being introduced. They have taken on an exclusive line of boys' shirts, and will endeavor to give the best value that money can buy. These shirts will have French cuffs, and are in men's style. The same with pyjamas; they are simply a small size of men's.

The Venture Proved a Success.

Before the new section had been open many days, it was seen that the venture was a success. As things progress, it is intended to give a long frontage on one of the main aisles to boys' clothing and haberdashery. Boys' business is important just now. People, in spite of hard times, want to see their boys well dressed, and will spend a dollar on them, and only about 20c on themselves. Money is no consideration with parents in cities where their boys and girls are concerned.

Goodwins have always carried boys' clothing, shirts, shoes, etc., but never had a boy's section before.

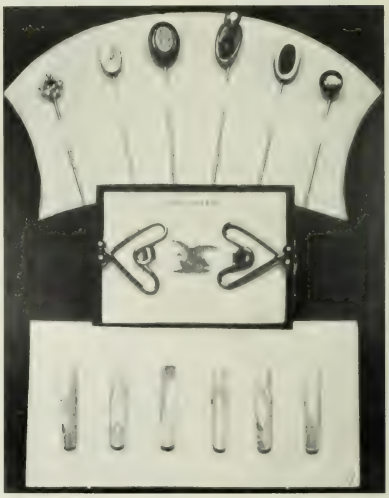
The success of this move carries with it a strong argument for catering to boys' trade in men's wear stores.

ACCESSORIES

ALL indications point to a much wider use of canes for Summer and Fall than for many years. The explanation for this revival as generally accepted is a natural one, and it has far more foundation in this case than in most where it is given the credit,—the war. The use of swagger sticks by soldiers in training is having a two-fold effect, for the present and the future; their example acts as a suggestion to others, and they themselves get so used to something in their hands that they cannot do without them so they will become permanent customers after the war. Jobbers report much larger orders and retailers declare that a marked improvement in sales has resulted of late.

Contrary to the expectations of many the light canes promise to be strong favorites for Fall as they are for Summer. The best sellers, as now, will be the natural wood crooks, with silver trimmed or inlaid being reserved more for gift lines. Panamas, natural boxwoods and malaccas will be the favorites. The Panama has an advantage of being a good "bender" without risking a break. A wine colored malacca is liked among the darker canes, and, of course, a few blacks, with the almost inevitable silver trim or inlay to adorn and relieve.

Possibly an additional reason for the present popularity of the cane is the constant and increasing use being made of it in window trimming. The close association given it with shirts, ties, hats and clothing is bound to exert an influence on the buying mind of the public.



NOVELTIES IN JEWELRY.

In upper row, stick pins, including cameos. Middle row, new type of cuff link, especially for soft cuffs, drawing both ends close. In lower row pearl tie holders. Shown by R. A. Phillips.

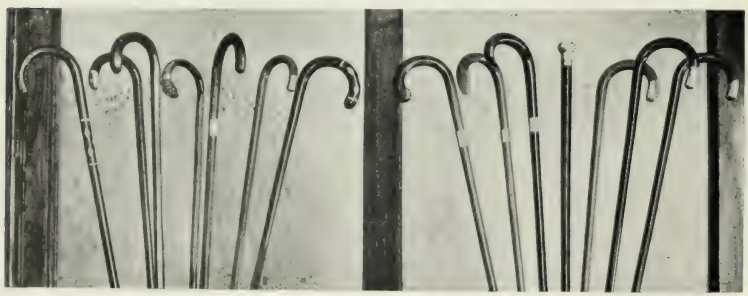
NEW LINES IN JEWELRY.

The handling of jewelry is too often neglected in men's wear stores. Some merchants have a feeling that this should be left—or will be by the public to the jewelry stores, but even if these do not care to carry the most expensive stuff there are a large variety of more moderate priced lines for which there is a ready demand.

Here, again, as in nearly everything, a suggestion, a question, a tactful remark often results in a sale. The display of jewelry in the store is a matter of a very small space, and it not only provides a good profit but is a matter of convenience to the regular customer as well.

Among the novelty lines is a shirt fastener which is in a triangular shape with bulb ends and draws the ends of the cuff close together. These have taken well in New York. In the holders, pearl, plain and chased, is coming into common use.

In scarf pins the oval shape is among the most popular to-day.



Left side: Canes for Summer. Right side: Canes for Fall. Balance, Panama, boxwood; in natural colors; and plain, or with silver trimming or inlay. Shown by Brophey Umbrella Co.

SUGGESTED ADS FOR MAY AND JUNE

All these ads. open with an illustration that carries an appeal to the eye of men, followed by a catchy phrase that invites further reading. The body of each ad. is set so as to allow generous white space, thus throwing the matter into relief, instead of being crowded, a common typographical error. The first part of the body matter is written in a light, chatty vein, that might serve to convince the reader. In the first and last samples, each showing a single line of merchandise, a detailed description is given. Electros of these cuts may be had from Men's Wear Review for 50 cents each.

SPORTS SHIRT

and doesn't it look the part? Cool, comfortable, sensible, made with the soft open collar, the short sleeves and the breast pocket.

This is not the only shirt we're showing for the outing man. We have a wide range of negligees, with and without collars, and in fabrics and colorings for all.

Get ready now for that fishing trip, that game of golf or tennis. *Step inside, Mr. Outing Man—we're at your service.*

(Name and Address)

My Summery Togs

Are my clothes keeping time with my pulse?

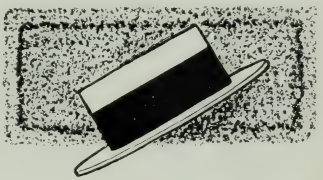
Have they the warmer weather feel? Do they make me tingle with the joy of living or do I feel like the polar bear in the tropics?

These are the questions man is putting to himself to-day (mentally), when he sees "Old Sol" getting in his fine work—the grass shooting, the trees budding, the birds singing.

Put them to yourself and then step in and see how well we have anticipated your thoughts in Hats, Collars, Cravats and the most important of all, Suits.

Watch for our window display to-night.

(Name and Address)



The Sailor is in town

Not "Jack Tar," but the trim summer headpiece that will be of interest to the smartly dressed man this summer.

While we're showing a nice range of styles that will suit every man's "particular style of beauty," we ask you to be sure to see the new model displayed in our window to-night.

This has the 3½-inch crown, 1⅞-inch band and 2¼-inch brim—a truly smart style with the band at the side—plain and fancy straws. *And it costs only $2.*

On your way home to-night drop in and see this—the latest addition to the Sailor family.

(Name and Address)

LEADING RETAILERS ON PRESENT SITUATION

General Agreement That the Stiff Hat is Coming Back — No Two Hat Policy? — Light Gray Suitings for Summer.

IT IS only about a couple of weeks ago since we had the temerity to bring out our new Spring hats, but in that time experience has shown us what is being bought, and what is being worn in Canada. Perhaps the most striking fact revealed by our sales of the past two weeks is that stiff hats are the big sellers. It was believed by many during the winter that the stiff hat was coming back, and now we know, for could there be better proof than the fact that for the Easter holidays our sales of stiff hats exceeded those of soft hats? writes a Montreal hatter.

High Grade Stiff Hats Sold Well.

In going over our sales, we find that our high grade stiff hats were the big sellers, and it looks to me very much as though the stiff hat were coming back to stay. Already we have shown sufficient confidence in the criterion of the past two weeks to place large repeat orders. Furthermore, we understand that the stiff hat will be generally worn during the coming Fall season, in the new taper crown or bullet shape, of dimensions $5^3/_4$ by 2 inches, and for the smaller man, $5^1/_2$ by $1^7/_8$ inches. There is a demand by the higher class of trade across the border for brown stiff hats, in various shades, although it may be some time before these will be big sellers in Montreal. However, we intend showing a few styles among our Fall range, selling from $3 up to $5.

Blues Fall Off in Soft Hats.

What have the sales around Easter revealed regarding soft hats? The biggest demand has been for greens, without doubt, particularly for the darker shades. After greens, the best demand has been for grays and browns. Blues have fallen off at a surprising rate. We did not expect the public to turn against them so quickly, as they were worn right through the Winter, to Spring. Browns, which have been off for quite a while, are beginning to come back, and we anticipate a good demand for them during the coming Fall. As for pearl gray, we still think they will be good sellers, although it might take until well on towards Summer for the demand to become heavy.

In the course of a week or two we shall be showing a very pretty lightweight in pearl gray, with self band; also a pale green mixed (almost a gray) with dark green band, and another, a very light tan, with self band. These retail at $5, the sizes being $5^3/_4$ by $2^1/_4$ inches, with flat brim.

"APPROVED FASHIONS FOR MEN."

UNDER the caption "Approved Fashions for Men," one of the leading men's wear stores in Canada, thus sizes up the present situation:

Lounge suits of which the jacket is form fitting and tailored with a "soft" front to roll gracefully to one or two buttons, is the favored style.

Lapels are wide, and cut with a noticeable curve on the outer edge, coats are slightly longer this season, and many without a vent in the back, although in a snug fitting garment a vent is more practical.

Waistcoats show a collar of some design, are snug fitting at the waist, and the bottom button remains unbuttoned.

There has been a surprising demand for Navy suitings this season and the many smart details in fashion have resulted in smarter lounge suits than usually possible in plain clothes.

For Summer wear the prospects are in favor of suitings in light shades, preferably gray, also double-breasted jackets in fine serge or blue flannel, with light striped flannel trousers will be the fashion.

The Morning Coat.

The one button garment is the correct morning coat for the coming season. The shoulders are slightly broader than formerly, but the lapel is also broad and cut with a peak or high notch effect, well upon the shoulder, so that the width of the lapel causes the garment to still retain a narrow shouldered appearance. An outside breast pocket is a smart detail, the edges are hand stitched, not braided, as the braided coat has become too popular to appeal to the careful dresser.

White pique waistcoats for morning coat wear is a fashion in London and New York. Quite a few of our patrons are selecting waistcoats of this kind.

STIFF HAT MOVEMENT GROWING.

MR. Applegath agrees that the stiff hat is coming in again. It is having a better sale this Spring and he believes that the movement will keep on growing in strength next Fall and will until it reaches the summit, as it did several years ago before the turn was made to soft hats.

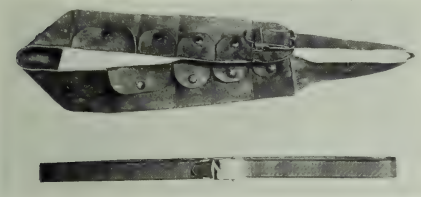
The Review asked him whether he thought the two-hat policy was a practical one. He replied decidedly that he did not.

"Take other articles of wear, such as, shoes, and it is different," he explained. "A man will have perhaps a best pair of shoes, that he wears for Sunday and evening, and he will have an ordinary business pair and both will be kept distinct. He will have a lot of ties, one perhaps for Sunday and every day in the week, but in hats it is different. You will find that a man has one hat that is his favorite—not two. One hat that he will wear practically all the time, not one that he will use for the better wear and the other for business wear. He likes one better than the other. Perhaps it fits him better, perhaps he is more used to it. In any case there is no possibility that I can see of getting the public to make a double purchase. A silk hat, of course, is different. A man who has a silk hat for special occasions has of course another hat, but not a soft and stiff hat at the same time. If stiff hats come in strong with the Fall, it will mean that soft hats become correspondingly weak and that they will decrease in proportion as the sale of stiff hats increases.

"As a rule, there cannot be two styles of hats popular and both selling well at the same time. It has never been so in the past and I see no indication of the public changing their views in this matter in the future."

Some Odd Twists and Fancies in Men's Fashions

HEREWITH ARE SHOWN a couple of new belts made by The Western Leather Goods Co. The one is a well-known military line which will also be used for sporting



purposes. The second contains an attachment for regulating the size, coming in copper, oxidized gun-metal, nickel and gilt.

* * *

THE LATEST SPAT is made of very thin cloth—to suit the warmer weather which approaches. The buttons are smaller, and there are five of them instead of four as on the thicker spat which was popular in the colder weather. Sand color is the leading shade. One or two freak lines are in different shades of green.

Gray is a good second to sand. Brown and fawn have fallen from grace temporarily.

* * *

THERE IS A TENDENCY in New York to resurrect plaids for suitings. Plaid fabrics come in now and then and have a short run and go out again. But plaids are very serviceable. The tendency is for dark patterns, quiet, unobtrusive cloths. We may get it in Canada in a couple of years!

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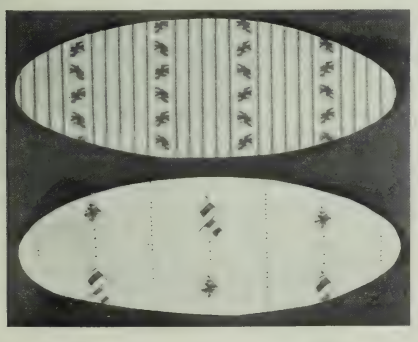
HERE ARE SHOWN SAMPLES of new designs in shirtings: with flags in natural colors, brought out by Tooke Bros.



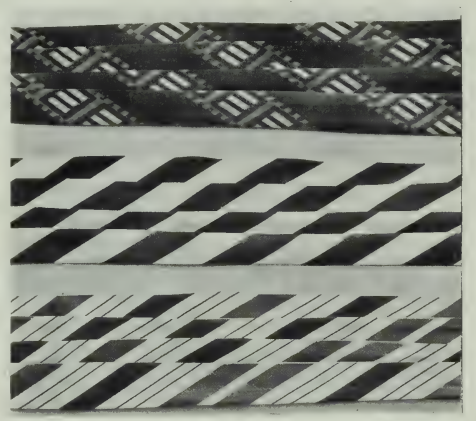
THE CLOSE STRIPE, in all sorts of color combinations continue the big thing in ties for early Spring. Retailers are selling a lot of these alternating diagonal stripes—yellow, red, blue, green or white with black. The streets are full of them.

* * *

ONE LARGE HAT CONCERN over the border reports that there is a big call for both blue and brown Derbies. This is something distinctly new. The brown hat has not been fashionable for some seasons. King George has resurrected it in England this year, and it is being worn there. The blue Derby is a try-out.

* * *

IN SOME PARTS of the States, white and black stripes for shirtings appear to be the leader. Possibly the most popular is the close black stripe on the white ground; with thick black stripes, a quarter of an inch apart a good follow-up line. Some houses are showing black, blue and white in differing combinations.



Fancy Puggaree bands in club stripes, coming in red and black, yellow and black, blue and black, green and black, and other combinations of bright colorings for Panama hats. Shown by Wm. Wyndham.

* * *

ALL THE BACK BOWS of a year ago have vanished from the hats and we seem to be coming around to the half or side bow. This will be seen on only a proportion of the hats this Summer but it looks like next year's majority style.

* * *

A VERY STRIKING DRESSING gown in bright stripes was seen at Bilton Bros., in red, yellow and black, a combination such as appeared in ties. This is a very striking gown and will probably require some courage to wear. Other combinations were green and burgundy with a narrow line stripe of white; and green and black also with a stripe. These were used to good effect in window trims and attracted much attention.

HATS AND CAPS.

(Continued from page 45.)

to be a good Summer season ahead of the Panama. Another reason why the Panama is likely to have a more successful season than for some years past is that there has been a drop in prices, temporarily at least. This in the case of one line was a cut from $60 to $46 a dozen, a material difference. The explanation given for this is that the demand from Europe is almost entirely cut off this year and that the makers must find an outlet in the United States and Canada for most of their stock, hence the cut in prices to induce trade. This point might well be made use of by retailers in advertising Panamas for the coming season.

The movement to get back to staple styles has extended itself, as might be expected, to all kinds of hats. In straws the variety in bands of last year running say from 12 lines (one inch) to over two inches, has disappeared and now the average is about 1⅞ inches wide.

Black silk is the prevailing material and shade, keeping to the black and white effects that are still so popular in women's clothing and in ties and suits for men. The position of the bow shows the old time tendency also, and it is probable that there will be more side bows sold this year than three-quarter. The back bow has disappeared almost entirely, although it was fairly strong a year ago. Instead of the three-quarter a good many models show the bow "at the hump," which gives rather a natty effect. The plain bow is strongest of all with some butterflies.

The puggaree band will find the strongest use in Panama hats particularly in fancy colors. Some samples of a certain variety of these are also illustrated in this issue.

AMONG THE ADVERTISERS

From information supplied by sellers, but for which the Editors of the "Review" do not necessarily hold themselves responsible.

MR. WOOD'S NEW CONNECTION.

Robert Wood, for many years buyer and sales manager for the Williams, Greene & Rome Co. of Berlin, has associated himself with the Vanderwater, Watt, Brown Co., wholesale hats, 42 Adelaide Street West, Toronto. Mr. Wood will be a director of the company and his long experience and extensive connection with the men's wear trade should be a source of strength to this up-to-date, progressive concern.

* * *

A NEW COMBINATION.

In their range for Spring and Summer 1916, the Kingston Hosiery Co., Kingston, are showing a new combination garment, not only in balbriggan but also in lightweight merino worsted. These garments, which come both in elastic rib or flat knit, will answer a positive demand for well-fitting, comfortable underwear for the warmer months of the year. In this line as in their two-piece suits, Imperial brand will represent the most satisfactory value that practical experience and the best material can produce.

The Kingston Hosiery Co. have just completed a very large military order for underwear. It speaks well for the management and productive facilities of the plant that this order was executed and the goods delivered without a hitch of any kind.

* * *

CANADIAN-MADE HATS UP-TO-THE-MINUTE.

That Canadian manufactured goods are entitled to public support on their own merits apart from any sentiment, is not as well known as it ought to be, and it is not often that a retail merchant waxes enthusiastic in private over anything, therefore the following expression of opinion from a well-known hat merchant is worthy of notice. He writes: "The hats opened up satisfactory in every way: indeed I may say they are a credit, being very classy and up-to-the-minute in every particular. The 'Made in Canada' slogan would mean something if all our manufacturers turned out as creditable products."

The hats referred to are the well-known Wolthausen hats, which are made in Brockville, Ontario. It just goes to prove that retailers are not antagonistic to Canadian-made articles and will lend their willing co-operation to any manufacturer turning out an article of merit.

* * *

NEW LINES OF WATERPROOFS.

The war had not been waged long before it was discovered that there was going to be considerable difficulty in getting supplies of raincoats from Europe, as those were among the lines likely to be urgently required by the War Office. The supply of finished garments being more or less cut off, Canada was in danger of experiencing a scarcity of these goods, and those offering were in danger of being put on the market at almost prohibitive prices. There plainly being an opportunity for the exercise of enterprise by manufacturers. The Canadian Consolidated Rubber Co., who have manufactured waterproofs more or less for several years, rushed into the breach with commendable zeal, engaged an expert of many years' experience from England, and started the manufacture of waterproof clothing in earnest. In a very short time their factory was re-organized, and in an incredibly short time their capacity had jumped to 2,000 garments weekly, and will before long be in the neighborhood of 7,000 per week.

Among their new distinctive models are the "Balaclava," "Kitchener," "Connaught," "Borden" and "Chesterfield." The Connaught has several features which should interest readers of the Men's Wear Review, particularly now that garments are being influenced more or less by the war. It is adapted equally for walking, riding, driving or for military work.

The Balaclava-Special is a single-breasted coat, with deep double-breasted lapels, with out-patch pockets with flaps and Raglan sleeves.

Apart from these distinctive models, they are also offering the "Kitchener," a single-breasted button to neck coat, with military collar, and Raglan sleeves. Several boys' lines are also being introduced, which are patterned in nearly every respect after some of the men's lines.

VAN DER WATER, WATT, BROWN CO., LIMITED

FROM FACTORY TO RETAILER

A lighter touch for Spring—
Pearl Grey

The last word in Soft Hats
with Black or Laurel Green Bands

Immediate delivery

$13.75 $16.00

VAN DER WATER, WATT, BROWN CO., LIMITED

42 ADELAIDE STREET WEST

TORONTO, ONT.

DO YOU SELL
Collar Buttons?

If so, why not give your customers the best?

We make a close study of the requirements in men's jewelry, and carry a full stock of **Cuff Links, Collar Buttons, Scarf Pins, Tie Holders, etc.** Those are profitable lines for you.

Write for our special assortment of up-to-date goods **to retail from 5c to $1, which will be sent post paid for your approval.**

If you only need a few Collar Buttons or Cuff Links, don't hesitate. We are out for your business. You will soon want more. This we know.

R. A. PHILLIPS
The Notion and Jewelry House
77 York Street
TORONTO, ONTARIO

Can You Beat These Prices for Guaranteed Garters?

ARROW PAD GARTER

MADE IN CANADA

No. 336. **Price only $24 per gross. Made of ¾ cable webb and moire top. Rubber protected button.**

No. 396. **$25.50 per gross. Made of ¾ cable webb and silk top. Rubber protected button.**

No 375. **$45 per gross. Made of ⅞ silk cable and silk top. Rubber protected button.**

Arrow Pad Garters are guaranteed to be without defect, made from the best materials obtainable, and any found defective will be replaced.

Arrow Pad Garters should be in your stock this Summer without fail. **Send a small trial order and try them out.**

WE ALSO MAKE A FULL LINE OF ARM BANDS.

Arrow Garter Mfg. Co.
314 Notre Dame St. West, Montreal

BOYS LION BRAND CLOTHING

Clothes that are Built *for* Boys

The designers of Lion Brand Clothes were well aware of the wear and tear suits of young Canadian youths were subjected to—so they put in double elbows, double knees, and double seat. That's why Lion Brand outwears the ordinary suit and why the parents who have the buying of their sons' clothes always insist on them.

Build up a good boys' clothing department by stocking the popular and serviceable Lion Brand Clothes.

The Jackson Mfg. Company
CLINTON, ONT.

Factories at: Clinton, Goderich, Exeter, Zurich

"King George" Suspenders

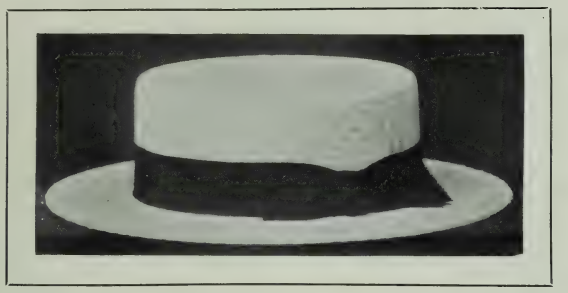
Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.
BERLIN ONTARIO

Classic
HATS FOR MEN



Made-in Canada

Buy your hats direct from the makers

and obtain the very best possible service and values. Crown Hats are made in Canada, for Canadians, by expert Canadian workmen, and are sold on merit.

CLASSIC No. 5

shown above is one of the very newest sailors for the coming season. It comes in Sennit Straw with 3¼" Crown and 2½" Brim, medium width black band, bow at side—will be a big seller.

Mail, write or 'phone a sample order to-day. Ask for our range of samples.

The Crown Hat Company, Limited

GALT, ONT.

Dr. Neff's
Pure Wool
Underwear

has won out!

A large jobber recently decided to limit his line of underwear from three different makes to one. Accordingly he put it up to his travellers. The line that sold best in a given period would be the only one retained.

At the end of the time allowed for the competition the travellers' reports showed that the sales of Dr. Neff's Pure Wool Underwear (with price no factor) were three times as great as on the other two. This result positively reflected the dealer's preference for this popular underwear. And Dr. Neff's was found to be giving the best satisfaction to his customers because of the perfect closed crotch which neither binds nor gapes; the smooth, comfortable feel of the pure worsted fabric material; and the snug fit of the whole garment.

Write for samples.

Thos. Waterhouse & Co.
LIMITED
INGERSOLL, ONT.

If your brush is as balky as a mule

and you do not seem to be able to manage it, don't throw it away and "swear off" cardwriting, but "buck up" and try again, then if you have trouble, it is certain you need the personal advice of our cardwriting expert.

Your troubles have been his, but he has beaten them and can tell you how to do the same. Why not tell him your troubles?

A course of instruction through The Edwards Short-cut System will make you a capable cardwriter in the shortest possible time — the cost is little compared with what you get — the payments will be made easy for you.

Write to-day for free two-color prospectus.

The Shaw Correspondence School
Yonge and Gerrard Streets, Toronto, Ont.

An Effective Sales Booster

"5 E" Coat Form

If you have the clothes that will appeal to the men of your town a mighty effective way of getting them sold is by displaying them attractively in your windows. Displayed on our new "E" Coat Form with the round, narrow shoulder, the close-fitting English-American lines of the coat are brought out to the best possible advantage. The collar stands up without bulging, and the front hangs right, buttoned or unbuttoned. Bronze paper mache heads, life size, cost $3.00, (fitted to these forms)—are new, and add dignity to your display.

PRICES

No. 5E, as cut	$ 5.00
9-in. round base in black Japan	4.50
9-in. round base in oxidized copper	6.00
4 AE, 12-in. base, 1⅛ standard, for overcoats, oxidized copper	7.00
Coat form with oak stand and revolving motor, as used by New York tailors, oxidized copper finish	30.00

(Runs twelve to fourteen hours after winding.)

Try something moving if you want to attract attention.

Finished with life-size Bronze P.M. Heads, $3.00 extra.

Vest form, japanned	3.00
Vest form, oxidized copper, round base	4.00

A. S. RICHARDSON & CO.
Old and Tested
99 Ontario Street, TORONTO

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS

EVENING WEAR

Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
BALL, RECEPTION, FORMAL, DINNER, THEATRE, EVENING WEDDING	Swallow-tail Chesterfield, single breasted, Inverness and Spanish cape, or cape overcoat.	Black, dressed or undressed worsted, plain or fancy weaves, satin facings. Blue occasionally worn.	Single breasted, white semi-V or U-shaped, with collar	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, two studs showing	Poke or wing	Butterfly, with round or straight ends, plain white or small pique patteru	Plain white glace kid or white suede, white cape for theatre.	Black, grey or deep blue silk or other subdued color	Patent leather, buttoned cloth or kid tops, patent leather pumps	Pearl or moonstone links and studs, platinum bar chain
INFORMAL CLUB, STAG, AT HOME, DINNERS	Jacket Same overcoat as above or covert.	Black or Oxford grey, single breast, with satin facings.	Same material as coat or as facing on coat, or black and white.	Same material as jacket, one broad or two medium braids	Derby or black or grey soft	White, stiff or soft. If latter, fine tucks, double cuff, semi-laundered	Plain fold or wing	Butterfly, as above, black and white	Chamois best, or suede or tan cape	Of silk, to match tie.	Patent or dull	Gold or jewelled links and studs, gold bar chain

DAY WEAR

AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	Frock or Cutaway Chesterfield overcoat, s. or d. breasted.	Black or grey lamb's wool, undressed worsteds, plain or braided edges.	Same material as coat, double breasted, or white.	Black worsted, with white or colored stripes, or dark grey striped worsted	High silk, with broad felt band	White, single cuffs.	Poke or wing	Once-over, or four-in-hand or Ascot in solid colors, black, white, grey or pastel shades	White or grey glace kid or suede, white buck	Dark colored silk	Button, kid tops, patents or varnished lowers,	Gold or pearl uncut jewelled ornament, jewelled pin
AFTERNOON TEA, PROMENADE, ETC.	Cutaway coat Same overcoat as above.	Same as above	Single breasted with collar, but without collar if braided and of same material as coat	Same as above	High silk, broad felt or soft	White or colored; if latter, cuffs, white and single	Fold or wing	Once-over, or four-in-hand or bow, same shades as above	Same as above	Dark colored silk	Laced or Buttoned patent leather, plain tip	Same as above
BUSINESS, LOUNGE AND MORNING WEAR	Single and double breasted Jacket and walking coat Chesterfield	Flannels, worsteds, Saxonys Cheviots	Single breasted like jacket, or fancy to harmonize	With black materials, Striped trousers or check, otherwise same as coat.	Derby or Alpine	White or colored, single and double cuffs, may match	White, wing or turnover	Four-in-hand or bow in harmony	Tan, chamois, colored or white buck	Cotton, wool lisle, shades in harmony Wool to harmonize.	Black or brown, plain or fancy uppers, button or laced.	Something very plain
MOTORING, GOLF, COUNTRY, DRIVING	Norfolk or jacket, single or double breasted Chesterfield, Raglan draped, Highland cape, s.b. ulster.	Tweeds, cheviots, homespuns, flannels	Single breast like suit or fancy knitted lamb's wool	Same as suit or flannel; knicker-bockers with strap and buckle, knicker-bocker breeches	Cloth, felt, Alpine cap	Flannel or Oxford suitings, double cuffs	White or turndown to match shirt	Same as above	Same as above	Wool to harmonize leather looped leggings, Highland gaiters	Black or brown lace calf, low or high plain tip or full brogued	Same as above

*W. J. Levy, of Levy Bros. ("Makers of Men's Clothes"), Toronto, prepared this chart for The Review.

Have You Found This Number Useful?

FUTURE numbers will be just as useful and even more so, because we have the habit of improving as we go along.

Doesn't the reading of this issue create a desire to see more of this practical men's wear paper (made in Canada)?

Our initial effort — (the April issue)—to give Canadian men's wear stores a paper that was not merely ornamental, but useful, was a big success, if we can judge by the subscriptions that poured into our office from all over Canada, and by the many favorable comments the trade have made on this number.

The standard will be maintained in all future issues. We guarantee this.

It will cost you one dollar for this service, which consists of twelve numbers. If you want to make sure that the June issue will reach you, sign attached coupon and return to us to-day.

SIGN, TEAR OFF AND RETURN TO-DAY.

MEN'S WEAR REVIEW
143-153 University Avenue,
TORONTO, ONT.

.....1915

Gentlemen:

Please enter my name as a subscriber to your paper for one year, starting with June, 1915, for which I agree to pay one dollar on receipt of invoice.

NAME.....

ADDRESS.....

Get in touch with us re
MEN'S RAINCOATS

Travellers now out with fine range of Samples

which offer possibilities you seldom come across values which stand for good round profits and absolute satisfaction. Range of styles very interesting and in

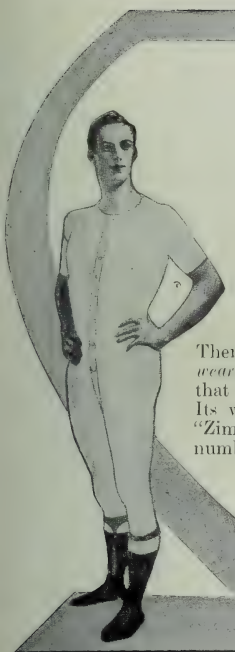
Ready-Made Clothing

we have a large stock on hand for immediate delivery that will more than reach the high-water mark in values.
We cannot tell you here of the opportunity that is open to live merchants, but will be pleased to submit samples and prices.
They'll talk and good and loud, too.

The Punchard-Birrell Co.
New Address:—545 King St. West, Toronto

One dollar a year is all it costs to have this magazine sent to you for one year.

Can you think of any way of spending that dollar to better advantage?



ZIMMERKNIT
HIGH GRADE
UNDERWEAR

There's the same satisfaction in *selling* "Zimmerknit" garments that there is in *wearing* them. The dealer whose first aim is to give full value for every dollar that crosses his counter invariably features this line.
Its worthiness is backed up by good Canadian money—the making of "Zimmerknit" is a purely Canadian enterprise, giving employment to a large number of Canadian work people.

Zimmerman Manufacturing Company, Limited
Hamilton, Ontario

Agents: E. H. Walsh & Co., Toronto; W. R. Begg, Toronto;
A. R. McFarlane, Vancouver.

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The Publisher's Page

By E. M. A.

Can This Be Said of Your House?

¶ This is a paragraph from a letter received by The Review under date of April 3, from a large retailer in Ontario:

> *"Please tell us the name of the manufacturer of ————. We have forgotten the name of the firm and have not seen any of their advertisements recently."*

¶ Is there any chance of the trade forgetting about your line and your house?

¶ There is a tendency on the part of some manufacturers of imagining that the trade know all about them and that advertising is unnecessary.

¶ This is a very dangerous attitude for any house to assume. Remember the average retailer has too much on his mind to be expected to remember your house or the particular merits of your proposition, if not kept constantly before him.

¶ Keep your goods and your service in the limelight through Men's Wear Review—the paper the live retailers find necessary.

¶ We employ advertising experts to plan and write your advertisements. The head of the Ad-Service Department has had several years' practical experience with a large retail establishment. This service is gratis and is included in all regular advertising orders.

¶ The most natural, economical and effective way of reaching the real buyers in the worth-while stores is the representative trade paper in any particular field. Ask the man who uses it.

Write to-day for rates and further information.

MEN'S WEAR REVIEW
PUBLICATION OFFICE ∴ TORONTO

BLACK PRINCE

THE BIG SELLER FOR 1915.

The sales of the Black Prince Shirt for the last twelve months, rank with the biggest business we ever did in this line.

For 1915, indications promise that this business will be even bigger than any previous year.

The reason—

That in quality the Black Prince is in a distinct class by itself—a big, roomy shirt, cut on large lines, well finished. Guaranteed in fast color.

You can order Black Prince from any wholesaler; it is the big all-year-round seller in work shirts.

Made and Guaranteed by

The Canadian Converters Co., Limited

KANT KRACK

FEATURES

The heavy flexible lip.
Cemented and riveted lip.
The long slit over back button-hole.
The reinforced back button-hole.
Waterproof but odorless.
Cleaned easily and quickly without cost.
Made of fine waterproof coated linen.
Made in Canada by expert Canadian workmen.
Try one on the absolute guarantee of the makers. "We stand back of it."

Feature Number 8

The day of the KANT KRACK waterproof linen collar is gradually lengthening out—all classes are taking to them more as they learn of their superior features, among which is the fact that they are

Waterproof *but* Odorless

Easily and Quickly Cleaned without Trouble or Cost

The old celluloid collar is gone and has been replaced by KANT KRACK waterproofed linen collars, which overcome all the old difficulties.

KANT KRACK collars are easily and quickly cleaned by using only soap, water and a sponge, or perhaps a little ground pumice stone.

This feature alone recommends itself strongly to men who have outside work.

KANT KRACK *are made in "one grade only and that the best," but in all styles.*

"SOLD DIRECT TO THE TRADE"

The Parsons *and* Parsons Canadian Co.

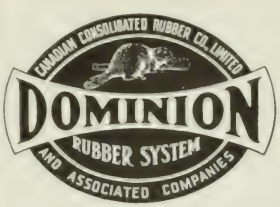
HAMILTON, CANADA

MEN'S WEAR REVIEW

Vol V No. 5

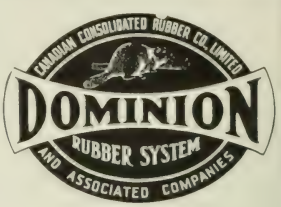
June 1915

THE MACLEAN PUBLISHING COMPANY LIMITED
PUBLICATION OFFICE - - 143-153 UNIVERSITY AVENUE, TORONTO



28 "Service" Branches Throughout Canada.

Canadian Consolidated Rubber Co., Limited
MONTREAL, P. Q.



Our New Catalogue of "DOMINION" RAINCOATS

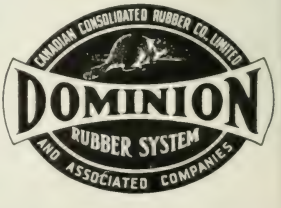
(entirely made in Canada)

IS NOW READY

SEND FOR A COPY TO OUR NEAREST BRANCH OR TO

Canadian Consolidated Rubber Co., Limited
MONTREAL, P. Q.

28 "Service" Branches Throughout Canada.



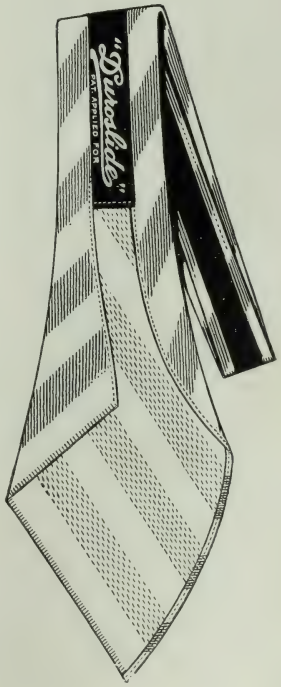
A Durable Easy Slide Tie At Last

No More Cumbersome Rows of Stitching in Neckband.

No More "Joints" in Neckband to Catch on Collar Button and Prevent Tie Sliding.

THIS new idea produces a Four-in-Hand that will slide more easily than any pattern hitherto put on the market AND ADDS TO the easy sliding feature of a lined neckband the ability to make a bias cut silk Open End Four-in-Hand, that is DURABLE—that will not pull all out of shape the first or second time it is worn.

IT permits a bias cut silk Four-in-Hand to be MADE OUT OF ONE PIECE OF SILK, thus eliminating bulky splicing in the neckband.



IT does away with the necessity for such devices as bar tacking, safety pins and lengthened linings which have been used in an endeavor to make a bias cut tie that will hold its shape.

MERCHANTS who would be the first in their localities to introduce this novelty should write to us for sample shapes and patterns of silk.

Price $24.00 Per Gross.

Standard Neckwear Company

BOSTON, MASS.

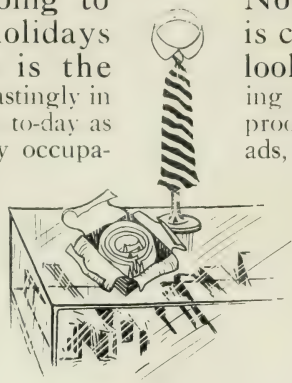
NOTICE TO NECKWEAR MANUFACTURERS

Patents for above described device pending. Any manufacturer who would like to co-operate with us in manufacturing under "Duroslide" rights is invited to communicate with us.

Sales Booster

THE FIFTH

"I wonder if I'm going to get my two weeks' holidays this year?" This is the thought that crops up everlastingly in the mind of the young man to-day as he works away at his daily occupation; the Spring fever's got him, he hears the call of the open.



"What's that got to do with selling waterproof collars?" Directly it has very little, indirectly it has considerable. Have you ever camped, Mr. Merchant? If so, you will understand that a good waterproof collar, tucked away in a corner of the suit case, is mighty good insurance against having to travel home with a dirty, moisture-softened and crumpled linen collar.

And this does not apply to the young man alone, but to any man who is holidaying away from the din of the town and city and has not ready access to a laundry.

Now that the holiday time is coming it will pay you to look after this trade by drawing attention to your stock of waterproof collars. Mention them in your ads, show them in your windows and devote a corner of your show case to a little display.

Show one of our linen-finished Challenge collars finished with a nicely knotted cravat and your customers will hardly know the difference between it and an ordinary linen collar.

The Challenge is our best grade waterproof coated linen collar. It comes in a fine range of styles to suit every taste. Challenge collars have the easy-sliding tie space, are beautifully finished and are a third heavier than any other make of collar at the same price. (Sell at 25c.)

We also make a complete range of styles in lower priced waterproof collars — all values equal to the Challenge.

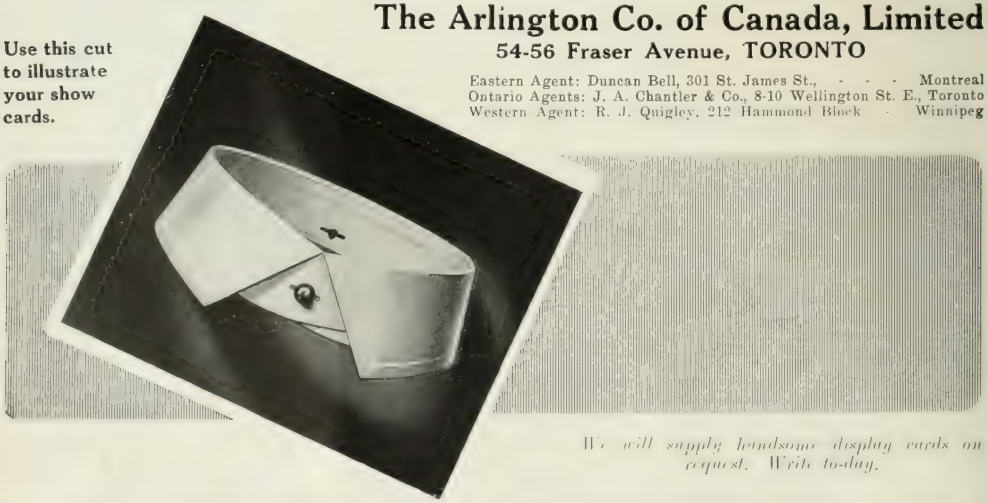
Write for samples and prices.

The Arlington Co. of Canada, Limited

54-56 Fraser Avenue, TORONTO

Eastern Agent: Duncan Bell, 301 St. James St., - - - Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block - Winnipeg

Use this cut to illustrate your show cards.



We will supply handsome display cards on request. Write to-day.

Style-Craft

TAILORED CLOTHES

Does Your Business Bear This Stamp of Clothes Refinement ?

It's the lines of a "Style-Craft" suit that "get" the men—the smart, easy touch that puts youthful grace and action into the figure of the man who is feeling the hand of time as well as emphasizing them in the young man.

And here are the points that interest you. In the first place, every man is your prospect if you have the Style-Craft Agency—no figure is too difficult to fit and to fit perfectly. In the second place, the delivery is prompt and the garments come man tailored right up to the top notch, finished handsomely.

In fact, the "Style-Craft" Agency opens up a new, well-paved road to a healthy tailored-to-measure clothing business with practically no investment. Get the Style-Craft stamp on your business by writing to-day for the Agency. **We make everything in Military and Semi-Military Uniforms to measure. This business is good right now.**

Clothes Refinement

E. G. HACHBORN and COMPANY

New Address: 50-54 York Street

TORONTO ∴ ∴ CANADA

Ingersoll Opportunity

At this season of the year the men are buying new Spring Suits just as they have every Spring. When they are in the store, they see other things they need, and buy them, too. Collars, cravats, scarf-pins, cuff links and vest chains are a few articles in this list.

To this list of spontaneous sellers you can easily add Ingersoll watches. A watch is the most necessary article of the modern man's outfit. When he buys that suit, or vest chain, or outing shirt, his buying attitude will help him see his needs for such a watch as the Ingersoll.

The well-known timekeeping qualities, coupled with the durability and inconsequential price, sell the Ingersoll. Besides, it is a very neat-appearing watch which anyone can carry.

Purchasers of outing clothes and equipment have particular need for an accurate watch, which will withstand rough usage, and which if lost is easily replaced.

So you see you have an excellent chance to make substantial sales of Ingersolls. The profits on these sales are also very substantial. Especially so since no longwinded selling talk is necessary. A small Ingersoll show case on your counter gets attention and stimulates desire by attractively displaying the watches. The investment is small—the profit is big.

There is no better time than now to write to your jobber or to us for an assortment of Ingersolls.

Robt. H. Ingersoll & Bro.
200 McGill Street - Montreal, P.Q.

Lion Brand

Khaki Bloomers and Fancy Overalls will be in big demand this season.

Send in your mail order now.

We have the right shades and at popular prices.

The Jackson Mfg. Company
LIMITED
CLINTON, ONT.

Factories at: Clinton, Goderich, Exeter, Zurich

"King George" Suspenders

Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.
BERLIN ONTARIO

"Penmanize" Your Hosiery Department!
Feature Penmans Hosiery—make it your staple, standard line—then watch the effect on your Hosiery department.
When you link up with Penmans, you are dealing with a nationally advertised line of smart, swift sellers, with the prestige of years and a faculty of pleasing buyers so they want more of the same next time.
To ensure busy hosiery counters, prescribe the full line of Penmans Hosiery.
For men, women and children — in cotton, cashmere, lisle and silk.
Penmans Limited
Hosiery
Underwear
Sweaters
107 Paris, Ont.
WARRANTED
HIGH
PENMANS
GRADE
KNIT GOODS
pen Angle
Penmans Hosiery

Eliminate!

That's it. Eliminate the distance between the warehouse and your store. You can do it. Write out your order and mail. We "put ourselves in your place" to fill it. Here are some lines you will like:

S86 Negligee Shirts, 14 to 16½, at $4.25 doz.

Men's Boot Silk Hose, in black, white and tan, at $2.00 doz.

No. 300 Negligee Shirts, French cuff, at $6.50.

Nainsook Underwear, knee length, no sleeve, at $3.25 and $4.25.

Heavy Mole Working Shirts at $4.50 per doz.

And remember, "when you want a thing and want it quick," write to

THE W. R. BROCK COMPANY (LIMITED)
MONTREAL

Since the first railroads

STIFEL'S INDIGO CLOTH
Standard for over 75 Years

has been the "old reliable" Overall---Shirt--Uniform--Jumper--cloth for the *"men of the road,"* factory and field.

To three generations of dealers and wearers it has demonstrated that *it's the cloth in the garment that gives the wear.* Stifel's Indigo wears like leather and looks good as long as it lasts.

Be sure you see this mark **on the back of the cloth, *inside* the garments before you buy. It's your guarantee and your customers' guarantee of the genuine Stifel Indigo.**

All printed Denim patterns are protected by patents.

Cloth manufactured by

J. L. STIFEL & SONS

Indigo Dyers and Printers

WHEELING, W. VA.

SALES OFFICES

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PHILADELPHIA	324 Market Street	ST. LOUIS	425 Victoria Building
BOSTON	31 Bedford Street	ST. PAUL	238 Endicott Building
CHICAGO	223 West Jackson Boulevard	TORONTO	14 Manchester Building
SAN FRANCISCO	Postal Telegraph Building	WINNIPEG	400 Hammond Block
ST. JOSEPH, MO.	Saxton Bank Building	MONTREAL	100 Anderson Street

Elegant Clothing and Haberdashery Trims Can Be Made With TAYLOR Fixtures

No Fixture ever produced has ever caused such universal comment and has won such praise as the New French Leg Plateaux.

The biggest and best stores throughout America are using them with splendid results. For years there has been a need for just such a Fixture as this and in production of this piece of equipment a long-felt want has been filled. The Plateaux are made with removable slabs, allowing the draping of any colored plush, as the illustration shows. Magnificent color schemes can thus be worked out for various trims of different merchandise with stunning effect.

We have in stock these Plain French Leg Plateaux in Brown Fumed Oak and Light Mahogany finish.

The three Plateaux in plain finish, together with:

16 Number 309 Hat Stands, $22.50

THIS IS THE OUTFIT:

1 Plateaux, 18 x 18" Top 8" high
1 Plateaux 18 x 18" Top 12" high
1 Plateaux 18 x 18" Top 18" high

6 No. 309 Hat Stands, 12"
6 No. 309 Hat Stands, 18"
4 No. 309 Hat Stands, 24"

No. 105 Belt Stand. Revolving, 54" high, takes any size belt. Best stand for displaying volumes of belts. 12" x 12" base. Each $5.00

With a little study you can have the finest Trims in your City.

The Taylor Manufacturing Co.

82 Queen Street North, - - HAMILTON

These 3 rows of stitching do the trick!

Back View

A Revolution in Cravat Making

Removing the old-time bias tie troubles by stitching the lining to the back of the tie. Ripping, curling or twisting is impossible.

The New

"STAY-IN-SHAPE"

PATENTED MARCH, 1915

$4.25 DOZEN

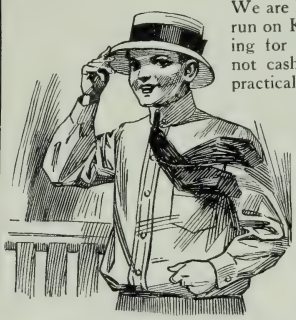
Less 3%

in all the season's best fabrics and designs—a very choice range of novelties to select from. SHOW CARDS FREE WITH ORDERS. Order 3 or 4 dozen assorted, by wire or mail, and you will find that a rich vein has been struck. "Stay-in-Shape" Cravats will be wanted by every man in town.

Sterling Neckwear Co.
LIMITED
Toronto, Ont.
The House of Novelties

Hamgh BRAND

Khaki Play Suits for Boys



We are having a big run on Khaki clothing for boys. Why not cash in on this practical, serviceable playsuit by sending a rush order?

The suit consists of bloomers and blouse or shirt, each $4.50 and $6.50 per doz.

Defiance Mfg. Co, Limited
College and Bathurst Sts., TORONTO

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One of the most important issues faced by parents is the choice of a private school for the children. Future careers are dependent upon the selection made. You need the most reliable guide. This you will find in the

Educational Directory of MacLean's Magazine

which carries the announcements of Canada's best and most reliable schools and colleges. You can make a dependable selection from this directory. The magazine that appeals to intelligent Canadians.

SOLD BY MOST NEWSDEALERS.

The MacLean Publishing Co., Limited
143-153 University Avenue, Toronto, Canada

No. 1—Staple split straw, $3^1/_2$ x $2^3/_8$.

No. 2—The new Sennit Sailor.

MADE IN *Classic* HATS FOR MEN CANADA

Write to us and learn how you can save by buying hats direct

We are the exclusive manufacturers of "Classic" straw hats for men and sell direct to the retail trade, giving values and a service that are without a par.

Whether you wish to place a full Summer order or just to sort up with a few new shapes such as these here shown, it will pay you to see our range before ordering.

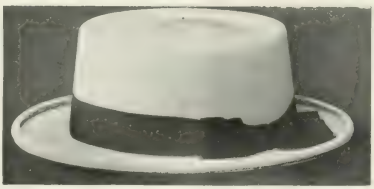
Samples sent on request.

Rush orders given prompt attention.

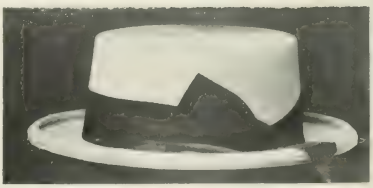
THE

Crown Hat Company, Limited

GALT, ONTARIO



No. 3—Open telescope, pencil curl.



No. 4—Flat taper crown, pencil curl.

MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 5 TORONTO, JUNE, 1915 No. 5

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President.* H. T. HUNTER, *General Manager.*

T. B. COSTAIN, *Managing Editor.*

(ESTABLISED 1888)

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

F. M. Alexander, *Manager*
A. B. Caswell, *Montreal Representative*
F. A. Cockburn, *Toronto Representative*
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UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 140 So. Dearborn St., Room 507, Telephone Randolph 3231. Boston, C. L. Morton, Room 735, Old South Bldg., Telephone Main 1024.

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The Aristocrat of Neckwear

After all, there are no cravats so pleasing and becoming to all men as those of plain shades, which blend with or match the color of shirt being worn. Spring and Summer always bring a return to favor of solid colored cravats, and the Real Neckwear is "Reid's Real Bengalene Ties," known throughout Canada for their Richness of Color and Perfection in Make. Forty plain shades, embracing every one fashionable. Made into the newest shapes at $4.50, $6.00 and $7.50 the dozen.

A. T. Reid Co., Limited

Factory - - - - - TORONTO

A handsome Oak Display Rack furnished free with 8 dozen at $4.50 the dozen, or 5 dozen at $6.00 the dozen.

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. V. TORONTO, JUNE, 1915 NO. 5

This is a Summery Number

IN this issue the Editors present the third of the series of the New Style business paper for the men's wear trade of Canada. The reception given the first two numbers, April and May, has been most encouraging, coming from all parts of Canada, both from the retail and wholesale trade alike. When the first number came out, mingled with the congratulations were some expressions of doubt as to whether we would "keep it up." When the second number was seen it was seen it was generally believed that Men's Wear Review had more than "kept it up," but would it do it in a third and fourth issue?

The third issue is sent forth with the confident expectation that it also has 'kept it up," and we trust has improved in some respects over its predecessors. Men's Wear Review aims to harmonize with that requisite for men's belongings, as the retailer sees them—"Pleasing to the Eye." It aims also to satisfy that other necessity that all the best men's wear dealers demand in presenting goods to their customers, that they must Wear Well and must be of Good Quality. The good quality of a trade paper consists in the service it performs for its readers. The aim of Men's Wear Review is to increase constantly the measure of service which it performs for its subscribers, from one end of the Dominion to the other.

There have been brought out so far some of the best window displays and interior trims that could be secured in Canada and the United States. There have been articles descriptive of these and of general methods in dressing windows—that all-important department of publicity for the men's wear dealers. There have been articles descriptive of advance styles and these have been illustrated freely. There have been suggestions for advertisements with suitable, and what we believe have been, striking illustrations to catch the eye of the reader, and there have been articles, the material for which was gathered by traveling staff writers, dealing with methods that have been employed by the successful men's wear dealers throughout Canada, methods which with some variations for differences in environment could be applied by other retail dealers to their profit. All of these departments Men's Wear Review aims to strengthen issue by issue and to increase their scope. One of the departments most appreciated, which commenced in our May number, is the Review of Styles written by a New York expert, dealing both with those that are in full force in that centre of men's wear styles for this Continent and those that have had their day and are passing. This news, as we said in last issue, we believe is of great importance to men's wear dealers in Canada, as furnishing them with some indication for the future that will prove of inestimable benefit to them in their buying plans from season to season.

The June issue of Men's Wear Review has taken on a summery tone in its illustrations, window trims, the goods shown and in several of the special articles. The hat season is one of the first outward indications of Summer and there is an excellent straw hat window shown with some valuable suggestions with regard to it.

There is an outing window, an article on lines that will appeal to those engaged in various recreations during the Summer months. There is a special trim made for Men's Wear Review for bridegroom accessories, foreshadowing the great event that occurs so frequently with the advent of June. There are special illustrations that have been sketched for us by a well-known ad. writer such as will be suitable for the coming month of June, and also July and August, for publicity work in retail stores. There is a continuation of the card writing series and special cards for this season of the year. There is a second series on the Boy's Department which commenced in last issue, and two illustrations, one drawn specially for this number, of the newest models for boys' wear.

There is much more in this issue that we believe will prove helpful to the reader and will emphasize the characteristics of Men's Wear Review as the Business Paper of Service in the men's wear trade in Canada. As such we send it forth with a feeling of hope and of confidence.

Illustration No. 1.—An artistic trim of exclusive shirtings and cravatting materials by Dudley G. Eldridge, New York.

WINDOW TRIMS IN NEW YORK

Display of Straw Hats is Lent Refreshing Atmosphere by Use of Flowers—Straw Trim That Was Useless—Air of Studied Carelessness in Shirt and Cravat Trim—Study the Onlookers.

Special for Men's Wear Review, by New York Correspondent.

Office of Men's Wear Review, 115 Broadway, New York.

WHY some shops succeed while others stick in a rut or flicker out altogether is often portrayed by the character of window trims. Shops, like men, are very often judged by their appearance. In either instance the first impression one gets is usually thus obtained. And with the average shop the first impression is responsible for the larger percentage of its trade. Men are more easily led than driven and the smart shop to-day understands the psychology of impressing the public by inviting displays far better than did the shop of a quarter of a century ago or even a decade back.

It is easy to get a curious crowd in front of a window but it is more difficult to gain the interest of purchasers. The best way to analyze your window is to observe for yourself the class of onlookers it attracts. If you sell one dollar shirts it would be ridiculous to waste time and money on some artistic conception invented wholly to appeal to an exclusive clientele and it would be just as foolhardy to expect a man whose aesthetic taste prompts him to buy only the most expensive things, to be influenced by the so-called popular type of display. In either instance, nevertheless, the successful merchant has found that the window trimmer holds in his hand the power to sway the mind of the public. It is essential, therefore, to intrust the key to your prosperity to a person of intelligence who is capable of weighing carefully the class of patronage desired and who will use discretion in working to gain their attention.

Shirt and Cravat Trim.

Your attention is called to the first illustration of a stunning shirt and cravat trim from the shop of Dudley G. Eldrige, where an exclusive patronage is solicited. It may be true that only a small percentage of haberdashers could afford the necessary space covered by this artistic conception consisting chiefly of elaborate drapes but nevertheless it has its value as an excellent guide in planning a refined display even though it is necessary to include more goods. The pose of the shirt is conspicuous and well designed to attract the interest of those who

Illustration No. 2.—A striking display of straw hats by Browning, King & Co., New York.

appreciate and weigh the smaller details of a garment. One observes here the latest creation in a high quality shirt which is made with a plain white body and bosom and cuffs of corded linen, white ground with pronounced black stripes. The bosom is box pleated and the cuffs are single with round corners. The garment is accompanied by a voguish wing collar and natty bow tie of shepherd's plaid silk in black and white to harmonize with the shirt.

Air of Studied Carelessness.

Shirting material, white with stripes in deepest maroon is shown on the right. As is noticed an entire bolt of this goods is displayed, one end being draped in a somewhat careless studied manner over a high T-stand. Opposite, a similar drape is seen consisting of cravatting silk. It is a striking shepherd's plaid pattern in white and green. A strip of the same silk is used to cover the shirt easel. White chamois gloves and walking sticks are also shown posed with the same "air" of studied carelessness.

Straw hats come in at this particular season for a goodly share of window prominence and in the next example here pictured an extremely effectively display is seen. This impressive window is from the Browning King & Co. shop, where a typical Broadway patronage is solicited.

Display of Straw Hats.

As is evidenced by the refined, well-spaced and well-balanced presentation the trimmer has aimed to interest the better class of popular trade. The introduction of a potted fern adds a touch of refreshing atmosphere that differentiates the window from the ordinary hat trim. Distinctiveness breeds personality and the shop that possesses a "personality" is bound to create a reputation of no little significance. I stated at the first of this article that curiosity is easily aroused by ingenious trims but it's better to arouse genuine interest by inviting inspection of something of material value. You kill two birds with one stone.

The truth of this assertion was well demonstrated by a recent hat display on Broadway. The window contained but three units, consisting of two soft hats on the sides while a striking hat box containing a new straw model occupied the centre section. But the hat was concealed from view by the lid of the box and upon the lid were printed these words "It's inside." The whole scheme was planned to arouse curiosity, and it did, but while it attracted chiefly the sightseers, idlers and news boys other shops were feathering their nest by focusing the interest of the passers-by on an attractive display of straws—something that actually impressed them. It is a case of putting first things first.

A few minutes' thought along this line, a careful study of the details of composition and sufficient confidence to put your own ideas to test will result in a constant improvement in your window appeals to the prospect.

Maclean
New York.

Here are Suggestions for a June Bridegroom Window Trim

THIS is a unit trim that was posed specially for Men's Wear Review by C. W. Balmer as a suggestion for a June Bridegroom display. It is one, we think, that will receive general admiration from window trimmers, not only from the disposition of the articles, but also the high quality of the goods themselves, carrying an air of being thoroughly "correct" for such an occasion.

The main essentials are compactly grouped, the coat and vest, hat, and linen handkerchiefs on separate stands with navy blue velvet drapes adding a touch of softness and richness, and, incidentally, concealing the bases of the stands. The gloves are used to finish off the hosiery and handkerchief trims.

The coat is a single button cutaway of grey cheviot, with long roll; the vest is fairly high cut,—an extremely natty model loaned by W. H. Leishman & Co.

The collar is a new type of wing with small tabs, the tie is grey; the shirt of pique, with pleated bosom; the links and pin are of pearl. Above the collar is a puff of white silk. The gloves are of suede, "wedding" grey. The hose are black silk with self clocks, and the hat is tapered with flat brim edges and a two-inch band of crepe. The canes are of pimento and snake wood.

A Very Inviting Outing Trim

The goods are arranged in an easy, "negligee" style that yet is quite artistic. It is distinctly a black-and-white display. Note inventory on card with details of prices. Trimmed for Stollery by C. W. Balmer.

MAKING GOOD ON SUMMER LINES . .

By E. A. HUGHES

SUMMER is with us. We know it very well. The office boy has begun asking for leave to go to his grandmother's funeral—which we have construed, after long acquaintance, as a plea to go to the baseball game. Straw hats have now displaced silk, felt and derbies. The mosquito has evinced his annual desire to be better acquainted with parts of our epidermis, and instead of freezing in many and swaddling clothes, we are boiling in as thin a vesture as the Board of Censure will allow, so that we know from all these evidences that Summer is here.

How are we to make good on selling Summer lines? That is a question and it is more pertinent this year than ever before in view of the fact that there are bigger hills to mount and greater obstacles to conquer. Selling Summer lines is somewhat different to selling Winter lines inasmuch as in Winter the retailer sells to the consumer such lines of Men's Wear as are more or less necessary. In Summer a good many of them are luxuries. A man is bound to buy good warm underwear but he is not bound to buy novelties in the shape of belts with initial letters on the front. So that it is really harder to sell Summer lines than those pertaining to the colder months of the year. This, of course, dictates that further efforts must be made to sell the things one is featuring for Summer wear.

Display in Excelsis.

The first requisite for the attainment of a successful Summer season is display carried to a supreme point of excellence. You have lots of nice stuff this Summer. See to it that you make the very most of your window space, your silent salesmen and your shelves. See that your counters are attractively laid out and, in short, that everything is done to attract the attention of the buyer to any and every possible thing you have to sell. Remember that there is nothing in your store that is there for any reason else than to be sold. Presumably you are not stocking shirts for the fun of the thing, nor hosiery simply because you like it. The stock you have must be sold. A good display is the first requisite. It ought to be a good deal easier in the matter of Summer lines than in that of Winter lines to make this display effective, inasmuch as there are more novelties and these, aided of course by practical selling and display suggestions, will catch the eye of the chance customer.

Along the lines of this idea of getting the very best possible out of the displays, there are several methods, none of them particularly new, that are efficacious. For

instance, the use in your window of flowers is a mighty good stunt.

In the April issue of Men's Wear Review we showed a trim from New York which utilized this idea of flowers for Easter. The flowers in question in that photograph were lilies, but, of course, that is a matter of taste and what time of the year it is. Put a vase or some other receptacle containing flowers or plants to give the requisite brightness and enlist the attention of the passer-by by reason of the fact that flowers in a men's wear window are more or less unusual.

A well-designed display of men's suits and overcoats. Mr. A. C. Wolff, who trimmed this for Cressman's, Peterborough, makes good use of canes and gloves and dark velvet drapes. The shoes on top add a smart touch.

Another good idea for selling Men's Wear is the sports trim. This is not always possible in the case of the smaller dealer, but where it is possible it is certainly mighty effective. Large window space is not necessary for this display to be good. It can be done comparatively as well in a window which is not very large. A couple of tennis rackets and balls or a golf bag, a swimming suit, a baseball bat or camping outfit, and any other appurtenances of Summer pursuits and sport attractively arranged, are a mighty good ad. Summer is pre-eminently the period when people are going to set out to have a good time. They have more leisure or they make more to devote to pleasure, and tennis courts, the water, and the golf course all call invitingly. These things, therefore, are in people's minds, and interest can be stimulated by displays such as I have mentioned in men's wear windows. The attention being stimulated, it is half way towards getting the chance customer to buy something in the way of apparel.

A Complete Trim.

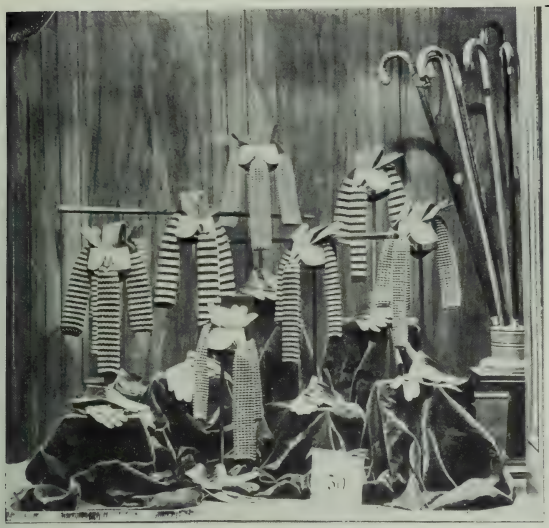
A very good idea—when it can be managed—is a complete suit. By this I mean everything a man can possibly require from his head to his feet; suit, neckwear, underwear, hosiery, shoes and all the et ceteras arranged on a model, or, if not that, in such a way that every article is visible and attractively laid out—these will prove business getters. The model, of course, is the best thing. A man sees the combination afforded by all these different articles of dress and noting them in bulk and altogether, he is attracted by the trim, and you stand a good chance of getting him in to buy something or other which he has not thought he needed before.

In this connection one is legitimate in pointing out that color is a very necessary element. Select for your complete trim such colors as will not clash. The peculiarly penetrating shade of burnt orange is not likely to match out very well with a delicate puce. Carefully select only the colors that will harmonize with the different articles in your trim and blend them with this harmony in view.

The second point to remember in displaying Summer lines is that from the very fact that they are more or less novelties it is necessary to give them all room to stand out by themselves. This applies to the idea of the complete trim about which I was just talking, but in the case of a sports window, the window helped by the flowers, and any other way of dressing a window, it is a matter of first importance. It is no good to expect a man to judge what a Palm Beach tie looks like if you hide it somewhere behind a plug hat. Arrangement is a matter that needs every attention.

There is nothing particularly new in this harangue. It descants on the old point of display, but that is simply because display this year is as important as it was twenty years ago and will be just as important in twenty years

Black and White Trim in Corner Window



A couple of points are worthy of attention in this black-and-white tie trim by Mr. Balmer, for Stollery's. First the type of unit trim: only one line of ties, all connected with the same type of collar. The unit trim does not, of course, prevent the full range of these striped goods, narrow, medium and wide. The dark blue velvet draping provides a well-graded foreground. Note, in the second place, the greatest height in the trim is in the right-hand back corner, by the use of canes, thus giving a slope down from back to front, where ordinarily the highest article in the trim is in the centre.

as it is now. It is particularly a matter for care and thought and action with regard to Summer lines. If you catch a man's eye you are half way to his pocket.

SOME STRAW HAT WINDOWS.

Various devices have been adopted by window trimmers to draw attention to straw hat displays through some device other than the merchandise alone. Hamilton store last year used a liberal supply of ears of wheat as typifying the origin of the hat. These also come in artificial forms.

A store in Edmonton used several hatchets in the window, with a prominent card with a drawing on it of an axe or hatchet, and the words "Have you bought your hat—chet?"

Another Canadian men's wear trimmer collected all the old straw hats he could find and piled them up in his window to show the beneficial exchange his customers were making for the new season's goods.

A United States store set up a large straw mat in the centre of the window and painted figures from 1 to 12 like the hours of a clock, and arranged for a hand to revolve rapidly. The letter on the inner part of the "face" was "straw hat time is here; we're on time, are you?"—the very rapidity of the revolution of the hands emphasizing the need for haste on the part of the observer in order to keep up.

KEEPING SHOW WINDOWS CLEAR.

The following is a remedy that is useful for keeping the show windows clean, that is the outside windows:

1 oz. pulverized whiting, 1 oz. alcohol, 1 oz. liquid ammonia, 1 pint water.

Surface dirt should be removed by spraying the window and this preparation applied afterwards with a soft cloth. It should then be allowed to dry and then be rubbed off, with a polishing motion.

To wash the inside windows, lukewarm water should be used with a chamois but no soap or powder of any kind. When this is wiped off dry with a chamois. The window should be polished with a cheese cloth.

DELIVER LETTERS WITHOUT WAR STAMP.

Calgary Board of Trade has sent out a circular letter to other Boards of Trade in the West asking the Post Office department to deliver letters less the War Stamp Tax and charge for them as ordinary underpaid letters. They claim that these letters should not be sent to the dead letter office as this occasions a great deal of delay. It is estimated that there are over a million letters sent out from Calgary every year.

NEW UPSTAIRS' STORE FOR OTTAWA.

Robinson's Clothes Shop, Peel Street, Montreal, the pioneers of the "Take the Elevator and Save Ten" stores in Canada, have secured a good location for a similar store on Sparks Street, Ottawa, and have already opened for business. There is another branch at Winnipeg, and two stores in Montreal.

F. W. Stewart, of Cluett, Peabody & Co., Inc., and A. L. Caron, of Caron Freres, have been nominated for membership on the Montreal Executive Committee of the Canadian Manufacturers' Association.

HOW I SHALL DRESS THIS SUMMER . . . .

By BEAU BRUMMELL

A wearable hat, shapely and not conspicuous or freakish.

YOU ask me to say how I am going to dress this Summer, from hat to shoes, always supposing I can only have one article for each detail of apparel. This being war time, I suppose I would have only money enough for about one article for each detail of apparel, anyway. I don't know how other men are, but I am not finding any surplus greenbacks lying around in my pocket wherewith to purchase Summer suits, Summer shirts, or Summer linen in superabundance. I guess I have got to be pretty well content with one of everything.

I intend, if the Heavens fall, to have a Panama hat. I have seen the very one I want. It is an open telescope with a 3½" crown and a not too wide brim. This brim is curled after the manner of the telescope hat which has been popular for the whole of the Winter. The band is not too broad, has a bow at the side, and is black. None of your freakish, bright-colored bands for mine. And I am going to have just a nice conservative dip in the crown of this hat. Altogether it will be a wearable hat, shapely, and not conspicuous or freakish.

As to the collar, I don't think I can do better than wear the cut-away collar which has gradually attained popularity during the last two or three months. This will remain the big collar for Summer wear. The one I am going to have will not be too much cut away in front, but a nice, easy, gracefully-curving collar. It will be about two-inch high collar. I think we are much better off this Summer than in some seasons that have gone before by reason of the fact that the fashions dictate this low kind of collar rather than one that sticks up in your neck. If there is anything worse on a hot day than a high collar, lead me to it. The collar I am going to have, by-the-by, is plain white. Some men may care for the super-white design, and it is certainly very smart, but I am a little faddy and favor the old style, so I am going to have a plain white collar.

If there is anything worse on a hot day than a high collar, lead me to it.

Crepe Shirt for Mine.

Of all shirts for Summer wear I prefer the crepe. A nice crepe cloth in either white or cream with soft double cuffs will just suit me. I saw the very thing I wanted the other day and it was a cream crepe cloth with a design in stripes running about one inch apart or possibly a litle more than that. The stripes are three narrow lines of very pale colors—this particular one was pale brown, pale blue and black. The cuffs are cutaway, that is the outside part, and I know of no better shirt cuff for Summer than a soft double cuff. The price of this one by the by was $2.50.

Coming to the question of ties, of course, there are lots of ties possibly that I will wear during the Summer. There is no article of dress in which a man is allowed so much license, or in which there are so many varieties, all perfectly good and perfectly sensible, as ties. One tie that I am going to have is a tubular cord. This can be worn either side. On one side is either black or dark blue, or dark brown, with here and there a patch of very bright colors in a post-impressionistic sort of design. This is not a bright color tie all over by any means. The background is, as I say a plain color. The reverse has more of this post-impressionistic color scheme and less of the plain dark background.

But, of course, I shall want some wash ties. In these I think the narrow panel white wash tie with a plain single pin wire stripe is about the nattiest thing. I suppose that, in accordance with what we are supposed to wear I shall get some palm beach or light sand color ties, with a very small design set widely apart, a floweret or a spot or diamond, or something of the sort.

In a post-impressionistic sort of design.

If I am anxious to display my sympathy with the Belgians, I ought to get a bright Belgian blue tie. A lot of these are going to be sold this Summer and if a man wants a dash of color with a fairly plain suit, nothing can be nicer. There is hardly any pattern of any sort on this Belgian blue tie, just a faint indication of some leaf design in flowing style. This design may be in very pale green or even in white, but the nicest of all is in a self color on a blue background.

Comfort in a Suit.

Coming now to the matter of suits, if I can only have one suit it is going to be a navy blue light weight, rough tweed. It will not be plain but have a chalk line stripe. If I have two or three suits I might possibly have a Norfolk, in a nice quiet brown or a steel gray, or even a warm green with a very inconspicuous blue all-over design. But being only allowed one suit I have decided on the blue, because it can be worn with anything, and it looks very smart for holiday wear, for business wear, for lounge wear and for tennis, boating and the like. As this is a Summer suit I don't want one that sticks closer

than a brother. I want lots of room and a nice loosely fitting coat is the thing for me. I am pre-supposing it will be a two-piece suit.

I am glad to see that there is a good deal of disparity in the exact cut of the coat for this Summer style. I don't much care for the very broad lapel which sits far back on the shoulder, and it is a relief to find that the long rolling lapel is just as fashionable for the man who can carry it off as is the broad and squat lapel. My coat will therefore be a one-button sack, with this long roll and not too much cut-away at the bottom of the coat. The pockets will not be too long. This is a point to guard against. The pants will not have any cuffs. Pants with cuffs are just as fashionable as pants without them, but my own predilection is for a perfectly plain-bottomed trouser.

I am going to have one of those very natty belts which were so popular in New York last year. It takes about a year for some things to get from New York to Canada, in the matter of dress, and I imagine there will be a number of these initial belts worn in Toronto, Montreal and the other cities in Canada this Summer. The wearer's initials come near the fastening in the front of the belt.

As for socks, I am going to wear shot silk, in red and black, grey and black, blue and black and possibly yellow and black combination. In addition to this—for I am going to allow myself a little latitude in the matter of hosiery—I am going to have half a dozen pairs of socks with clocks. These are certainly a very dressy thing for Summer wear. Plain black silk socks with a colored clock in pale colors.

I don't want a suit that sticks closer than a brother.

The last but not least essential in dress is the matter of shoes. A brown shoe with a white rubber sole and heel, is my choice for Summer. This can be worn either for business wear or lounge wear, and, with a rubber sole, is very comfortable. The toes will be fairly pointed, though not too much so, and will be designed in the matter of pattern rather like the brogue (a golfing shoe.) If I am fortunate enough to be able to afford an extra pair of shoes I will have another pair of low shoes with the tops made of cloth in a very pale fawn shade. The shoes, of course, will be laced.

Of course I shall want a cane, and the one I am going to have will be cream colored, commonly known as a "white" cane. This is very willowy, bends easily and is a very light weight cane. It has a crook. The straight canes have not had as great a run as the round ones and apparently don't meet with so many men's approval. My cuff links will be plain white pearl, and my tie pin a long single bar stick in gold. My handkerchief will be silk, khaki color. My gloves, yellow chamois.

That is how I am going to dress this Summer. It is submitted in answer to your request, without prejudice as to how other men are going to dress. It is my idea of a comfortable, classy and yet conservative garb.

HOW ARE YOUR BATHING SUITS?

One Manufacturer Says He Has Sold Four Times as Many as Last Year—Demand Due to Big Tourist Traffic That Will Turn to Canada This Summer.

ATTEMPTS have been made to draw the vast tourist traffic which annually floods Europe, in the direction of Canada this Summer. It has been pointed out in magazine articles that Canada offers exceptional opportunities along these lines. It has its Rockies, which thousands of Americans have never seen; it has its incomparable Thousand Islands, and the St. Lawrence river, with its lovely side trip up the Saguenay River, which has never ceased to be a magnet for the American people. When an American ex-President (Mr. Taft) finds Murray Bay so alluring as to spend his Summers there, surely it is not too much to expect that our neighbors, now that they are debarred from the most interesting countries in Europe, will come north and lose themselves in our Muskokas and Laurentians for a few weeks.

There is already one indication of importance to the haberdasher that we may expect a big rush of tourists during the coming Summer. The demand for bathing suits is this year four times as heavy as it was last year. If there is any water about, the tourist soon turns his attention waterwards, and if there is one thing we have more than another, it is water. Judging by the way dealers have been buying bathing suits, they expect an unprecedented demand.

The tendency is towards a one-piece suit with skirt. That is expected to be the big seller this year. Up to the present, the demand has been mainly for two-piece suits; now it is combinations, with the skirt attached. Dealers are ordering mostly in plain colors, and nine-tenths of their orders have been for blues. There is nothing very fancy about them. Four years ago fancy bathing suits were introduced, and it was almost impossible to give them away. The trimmings are very plain. They are made in sizes from 22 to 44.

Dealers who are located in districts where tourists congregate will do well not to overlook this line. Montreal will have the Eucharistic Congress this year, which will bring thousands of visitors from all over the world. This Congress was fixed for some European city, but the war intervened, sending it to Montreal. The visitors will not confine their stay to the Metropolis, but will likely take side trips on the Quebec lakes, and up the St. Lawrence. Toronto will have plenty of tourists too, with its Exhibition coming along and already, it is reported, the Muskoka hotels are booked up for two months ahead. In Western Canada advance inquiries for accommodation are very numerous. All this will help boom many lines in the men's wear trade.

A SMALL LIST, BUT A SELECT ONE

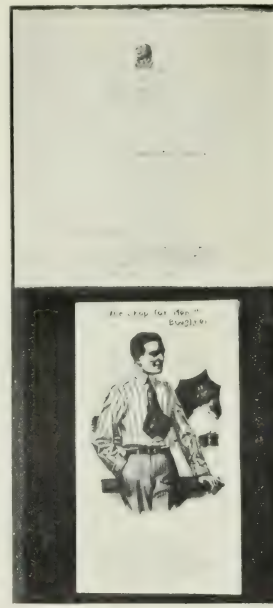
Great Care Taken by Exclusive London Store to Send Out Circulars Only to Men That Are Likely to Be Interested—Fine Paper Pays—A Couple of Women's Lines.

From an Interview With W. F. Boughner, London, Ont.

THAT it is not the largeness of the circular list of the men's wear dealer that makes for success, but rather choiceness is the opinion, based on experience, of Mr. W. F. Boughner of London, Ont. Mr. Boughner, who has been in business for a considerable time and is the proprietor of an excellent men's wear store in London, speaks what he knows, and has found that care given to selection in the matter of clientele means a good deal more than excessive use of postage stamps.

"We have different lists, for different circulars," said he to The Review when a staff writer called on him. "Sometimes our circular list will be larger than others, if it is mentioning a line which will appeal to the average all-round customer. We circularize pretty often. For instance, in a matter of very special hats at $5 we would send to a limited number of men—possibly three hundred. In the case now of shirts, or ties or, for the matter of that, suits, probably our list would be larger. It fluctuates according to whatever we have to offer.

"Every name on my list is known to me and the requirements of the man in question. I know pretty well what he is in the market for. I know what he wants, what would interest him. In the case of an old customer I have studied his wants, and see to it that my circular to him deals with the things for which he is willing to spend his money. I don't believe in sending a circular about a certain line to a man who is not interested in that line. It is simply a waste of good time and good money. In the case of a new man, of course, one has to find him out and find exactly what his wants are. I am all for circulars that know where they are at. Haphazard circularization is to be deprecated. Wherever possible, know your man and then go after him. Don't aim in the dark when you can get the light."



Sample of fine stationery used by W. F. Boughner in circulars.

Stream of Reminders.

In answer to questions from The Review, Mr. Boughner went on to say that his system has been to keep up a constant stream of reminders. "Don't let a man know," he says, "that you have forgotten him for a day. Keep on at him."

Mr. Boughner has worked this method himself, and on this page we reproduce some of his "Reminders." In the parcels which are sent to the houses of his customers, when they have bought anything, is enclosed one of these little leaflets with suitably attractive drawings of fashions and inscribed with a message intimating the shop from which they come. These leaflets, by the way, are very well gotten up. They look natty. And they strike the eye at once, so that the man; seeing the drawing of the shirt or suit, or whatever it is, casts his eye at the message underneath, which is almost invariably written on a typewriter. It is worth while noting that these messages which are typewritten are always single. Mr. Boughner has his stenographer type each of these messages on the card itself, rather than do some of them through carbons. This gives the individualistic touch. It is an extra little bit of trouble, but it pays for itself by its results.

Taking in the Womenfolk.

Now and then, chiefly at Christmas or New Year a blotter suitably inscribed is given away. This is all to the good. No better reminder could be given than either a calendar or a blotter, obviously because either of these things is always more or less before the customer in his home or at his desk.

Circular to Women as Well.

Now and then Mr. Boughner varies his service by a letter to the women-folk for he carries a couple of lines for them. We reproduce one of these on this page. It intimates that the store has some panamas and some silk cardigans for sale. Note this letter. It is printed on very fine English note-paper, which has the deckle-edge. The little inscription at the top in royal blue is very neat and very well done and the whole sheet presents the idea of elegance and good class.

"It is better," said Mr. Boughner, "to spend on getting out three or four hundred of these than it is to get out a thousand or more cheaper circulars. It pays to do the thing well."

The point is, of course, that quantity is not everything. What shall it profit a dealer if he gain a whole lot of non-paying customers and lose his select and elite and lucrative clientele? It is true that this "small list but a select one" is the story of a store which has arrived. It is not the story of a store which is struggling to come out on top. But for the latter store the same method will produce a more sure structure. Quality in circularization may mean a business growth more spectacular, but will it have the stability which accrues from a customer-list of solid, well-chosen and proven names?

Judging from Mr. Boughner's store it pays, as he says, to do it well.

While cleaning out the basement of the old Tooke store on St. James Street, Montreal, several journals were found dated 1873.

THE PARABLE OF THE SWOLLEN HEAD

ONCE upon a time there was a young man who started in to sell men's wear. He had a good location for his store and he was an able salesman. And his ingenuity and salesmanship and courtesy won through, and he made money. And people said: "He's some boy, that fellow" (which is the Americanese way of saying that he had Made Good.) But, alas and alack, when people began to say nice things about this young man his head began to swell and he had to take a different size in hats. And his tailor found that his chest measurement was several inches more, because he had puffed it out so much. Said the young man (about 'steen times a day): "I am It. I am the Successful Man. I have made this business,"—and he looked around and surveyed the store,—"And I think I am Some Man!"

And it came to pass that the Successful One thus developed a mental attitude, and soared to a mental altitude in his own opinion. And he determined to be a Lord High Muck-a-Muck. He was a Successful One, so he didn't see why he should let people be so familiar with him. From now on they must stand off. They must approach him with due respect.

And behold a gentleman came into the store to buy some shirts and such. And being an Old Customer and one who had known the Successful One when he was only a Striving One, he hailed him thus: "Hello! there, George." The Successful One looked at him a minute, nodded distantly, puffed out his chest and retired to his office, saying curtly to one of his assistants as he passed: "Forward! Some shirts here." For he said in his heart: "I don't need to bother with Old Such-and-Such. I am a Successful One now."

"Old Such-and-Such" was rather taken aback, but he bought his shirts and he went home. And that night he went down to the Club and sat around the fire with some of his cronies. Casually he mentioned his experience of the morning.

"It's a funny thing," he said, ruminatively, "how success turns some people's heads. And usually, you know, it is the moderately successful man whose head is most turned. Mr. So-and-So, the Successful One, used to be very particular that he served me himself. And no one could have been suaver and more anxious to get what little business there was to be had from me. But now, a curt nod is good enough, and my business is only a drop in the bucket. The Successful One has let his moderate success turn his head. He is too big to bother with an old customer. Not that I complain because he didn't attend to me. It's not that so much as that he was curt and brusque, and high-and-mighty."

One of the others, a manufacturer, but not of men's wear, joined in: "That chap is suffering from a complaint called Swelled Head," he said. "Strange that you should mention it, but I sent one of my men down there to see if he could sell him one of our lines for himself. My man said, 'Good morning Mr. So-and-So. I wanted you to give me two or three minutes to look at this.'

"The Successful One glared as if he couldn't understand a man daring to bother him with such goods. 'I've no time,' he said, curtly.

"'Well, two or three minutes—.'

"'I've no time, I tell you,' the Successful One cut him off. 'Besides, your proposition's no good. It can't help me any. Good morning,' and he puffed out his chest and nearly burst a button. The idea!

"And then he nearly burst another button and strutted into his private office, leaving my man to look a fool because the Successful One had put on the haw-haw" (which is a Bond St. expression for hauteur).

The first speaker nodded his head: "It's a pity," he said, "that the Successful One should have caught the disease called Swank. It's a peculiar ailment and it grows on what it feeds on. It's a pity, I say, because he's lost my custom, what little it is."

"Nothing can excuse a fellow's discourtesy," said a third man. "If he is a Successful One now, he won't be long if he is so dashed high and mighty. I shall go elsewhere." And the rest of the group echoed this.

* * * *

Behold the effect of this. A little leaven leavens the whole lump. When one of the five men around the fire met a friend who wanted some furnishings, he would say: "I wouldn't go to the Successful One's store. He hasn't the decency nor the good sense to be polite." And by and by the Successful One began to notice that a lot of customers went elsewhere. They are still going elsewhere But the Successful One takes a larger size than ever in hats and his chest measurement increases daily.

And the moral of this parabolic harangue is: "A swelled head in time loses nine—customers, and then some!"

H. S. E.

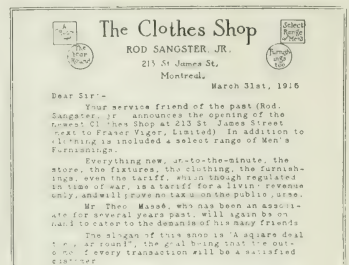
OPENING HIGH CLASS STORE IN WAR TIME

How Rod Sangster, Jr., Made a Start on St. James Street When Other Stores Were Having a Rough Time—Took Samples to Offices—Getting After Tourists.

By Resident Staff Correspondent of Men's Wear Review.

THE business section of Montreal was startled during the month of March when a young man, Rod Sangster, Jr., by name, put out his shingle at a vacant palatial store on St. James street, and announced that he had secured a five year lease, and would open shortly with a full line of men's furnishings and clothing. There were those, naturally, who predicted his downfall inside of a month. It is May, and he is still in business. Furthermore, he claims to be making money.

His idea was that the man who could start in business when things were dull, and could hold out until times were better, would establish himself on a firm basis, and would be able to take full advantage of business later on. Mr. Sangster likens himself to the boy who arrived at the party early in the evening, who was able to see and smile at the other poor fellows who arrived late. In one sense he is late, but nobody is smiling at him. People are not in the mood to smile. In another sense he is early, for the party will take place after the war. Then the other fellows will come in.



The Clothes Shop

ROD SANGSTER, JR.

213 St James St,
Montreal.

March 31st, 1916

Dear Sir:-

Your service friend of the past (Rod. Sangster, jr announces the opening of the finest Clothes Shop at 213 St James Street (next to Fraser Vigor, Limited) In addition to clothing is included a select range of Men's Furnishings.

Everything new, up-to-the-minute, the store, the fixtures, the clothing, the furnishings, even the tariff, which though regulated in time of war, is a tariff for a livin' revenue only, and will prove no tax on the public sense.

Mr Theo Massé, who has been an associate for several years past, will again be on hand to cater to the demands of his many friends

The slogan of this shop is "A square deal to all, all round", the goal being that the outcome of every transaction will be a satisfied customer

Appreciating every favor accorded in the past, and determining to merit a continuance of your support for the future,

Yours truly,

Rod Sangster Jr.

P S -How about your Easter needs?

Copy of letter sent out by Mr. Sangster at opening of store.

Went Around With Samples.

He came into business on St. James Street with his eyes open, knowing that money was not flush. At the commencement he decided that if the mountain would not come to Mahomet, he would go to the mountain. In other words, if customers would not come to him, he would go to them. And he set out with a sample of his goods, visiting the offices in the financial district. What the goods were he is not saying, as they went so well he was compelled to re-order; and the demand is still good. What an innovation! a haberdasher going from office to office looking for orders. But it looks promising.

Some of his advertising is worth a note. The owner of the store is one of the highest class grocers in Canada. When American visitors come to Montreal, they first go to the hotel, and then to this grocery store for the supplies required on their trip. The grocer has about five hundred Americans on his mailing list. The haberdasher-tenant induced his landlord to include a neat card in his letters to his American customers, introducing Rod Sangster, Jr. This card has already brought direct inquiries from the United States, but the real results will come when the tourists begin to arrive.

On opening his store, he sent a multigraphed letter to all his friends, which was later published in the Montreal newspapers. It is a model of neatness and good sense.

At present, Rod Sangster is not looking for big net profits. Anybody can see that by looking at his windows, which contain novelties at prices that would make angels weep. They draw the young men, and once inside the store they become good customers. People to-day are looking for the best value at lowest prices. He is trying to give them this. When times were good, men were willing to take anything as a fifteen dollar suit. To-day they want something right up to the minute for that price. Sangster is supplying it

Besides using the newspapers for advertising, Rod Sangster, Jr., has a mailing list. There is a card for each one in his cabinet. As soon as one on the list enters the store to buy, his card is placed in the list of customers. If he does not come back to the store, there is reason for it. He should come back, especially if he has bought clothes. Sangster figures that every one of his customers should buy a Spring suit, a two-piece Summer suit, a Fall suit, and a Fall or Winter overcoat. That he considers an average year's buying. His aim is to keep all old customers, and then, if he is getting new ones right along, he cannot be going behind.

Stock Always Fresh.

Stock is kept moving all the time, so that he is able always to have the newest things in his store. He does not need a large stock, and it is always fresh.

DOLLAR DAY COUPONS.

The Dollar Day idea which has been so successful nearly all over Canada has had its second tryout in Woodstock. The experiment was attended with even better results than last year, despite rumblings and grumblings as to business conditions being bad. The project was tackled in a systematic manner, and the local paper, the Sentinel-Review, is to be congratulated on the trouble it went to to ensure a good day for the merchants.

The usual pennant was gotten out—a red one, in this case and hung in the stores of the merchants participating. In addition all goods were marked with a red bargain ticket, which bore the words, "Woodstock Dollar Day." An important feature was the Treasure Box stunt. The merchants paid entrance fees of five to thirty-five dollars—according to the grading of the committee—and these fees made up the Treasure Box.

From this between forty and fifty money prizes were furnished. They were won by holders of coupons. Each tradesman, with every dollar's worth of goods, gave the customer a coupon, numbered and registered. Then at night, the committee drew lots for the lucky numbers, and the holders won the money prizes, which ranged from $20 down to $1.

As far as the men's wear people in Woodstock were concerned, their words are sufficient guarantee as to the business-getting capabilities of Dollar Day

THE NEW METHOD IN BUYING

A Retailer's Experiences and Views on the Safer Policy of Keeping Stocks Down.

After an Interview by Staff Writer With Thornton & Douglas, Berlin, Ont.

THE old method of buying has gone. Whether it is that 1914, as the year of the Great War, was, on that account the first year in which this new method was noticeable, we do not know. At any rate the plain fact stands that buying relations between wholesalers and retailers or between manufacturers and retailers have altered.

The change, according to the manager of the Thornton & Douglas store in Berlin, Ont., is in the matter of buying. Whereas two or three years ago, when times were good and money plentiful and business all that could be desired, the average retailer dealing in men's wear carried a large stock, he now carries a comparatively small one.

"Two years ago we carried in this store three hundred suits," said the manager of this store. "Now we carry one hundred and twenty-five at most. Two years ago we would order and stock a dozen shirts in one size where now we would order a quarter of a dozen." The same applies to hose, collars, in fact right through the range of haberdashery which the average retail men's wear store carries. Why has this state of affairs come about? And is it general?

New System Catches On.

As to the second question The Review is able to say that it is applying in the case of the majority of men's wear dealers throughout the country. In very few stores, excepting in such large ones that depressions in general business and unusual cataclysmic happenings are not materially felt, this new method of what may be described as cautious buying has been adopted. As for the reason why, this is apparent. "Take our own case for instance," said my friend the manager, "when the war happened along, nine months ago, my principals found it necessary to retrench. In this they simply followed the trend of general business. Everybody also was retrenching. It is an expensive thing to carry a surplus stock. In times when economy becomes a necessity, rather than a fad, the successful business man cannot afford to be carrying any surplus stock on an off-chance. There must be more or less reason in his buying. It is all very well to give a manufacturer an order for three hundred suits, but if experience shows that—to get down to brass tacks—all he needs is one hundred and twenty-five, why should he get in the extra one hundred and seventy-five, keep them hanging round the store, do his best to sell them but more or less fail, and then sacrifice them at a considerable loss, at a time when, because of new modes, they have become something to get rid of at any cost? That may be all right when times are good. It is for a man to decide then whether he can afford to do it or no. Personally I am of the opinion that he cannot. But whether he can or not when times are good I am sure he cannot now.

"Look at the money laid out in those three hundred suits. Then look at the comparative money that would be laid out in the one hundred and twenty-five suits. The difference, if the retailer buys the larger number, is so much money out from his cash-box, which isn't doing anything in the way of earning. In the new way of buying the manufacturer carries the surplus stock. The difference between the three hundred which he once sold and the hundred and twenty-five which he now sells is being carried by him. He can better afford to carry it than the retailer, too, inasmuch as the latter is in a smaller way of business, and is necessarily much harder hit by anything catastrophic to trade.

Also Better for the Manufacturer.

"Nor does the manufacturer disagree in the main with this point of view. It is in the long run, better for him. The new order of things is proving to be more satisfactory. It is better to have small orders placed at regular intervals than large orders at irregular intervals, with a distinct risk of their non-repeat and a still greater risk as to the time when they will be repeated.

"Moreover from the manufacturers' point of view another consideration is that of the money involved. If a man orders three hundred suits he has to pay out considerably more than he would if he only ordered one hundred and twenty-five suits. He therefore wants, say, that much longer credit. A manufacturer allows him that credit. These are the days when long credits are as unsatisfactory as they are uncertain. In times like these the shorter time a man owes another man the better for both men. 'Being sure to come and coming oftener' is a better state of affairs for the manufacturer than 'coming now and then with a rush.' The regular is certainly better than the irregular."

Will It Last?

Will this state of affairs continue after the War? Men's Wear Review, not being among the prophets, does not feel inclined to say. One never knows. When the return of prosperity is a fact, doubtless we shall go back to some of our old methods of buying. When a man has money the tendency is to spend it with less regard to care and forethought and economy than when a man has little money. On the other hand is it not reasonable to suppose that the new method of buying, having proved satisfactory during hard times, particularly in the way in which it has saved the credit of a good many retailers, who might otherwise have gone under, will be more or less an acknowledged institution by the men's wear trade? We leave the question with our readers to figure out for themselves. "Sufficient for the day——."

NEW MANITOBA SECRETARY.

The Manitoba provincial board of the Retail Merchants' Association has appointed C. R. Campbell Jarratt as secretary pro. tem. J. F. Kennedy, the former secretary, resigned. The board of directors for 1915 was elected as follows at the annual meeting C. R. Rannard, president; J. H. Threleaven, vice-president; W. A. Templeton, second vice-president, and T. A. Connell, treasurer.

* * *

Ex-Mayor J. B. Dagan, of Sarnia, Ont., has been appointed to the customs staff. Mr. Dagan was in the tailoring business until two months ago. He is chairman of the local patriotic committee.

WHAT THEY ARE WEARING IN LONDON

By MACLEAN, LONDON

88 Fleet St., London Office Men's Wear Review.

IT becomes more difficult as the weeks go on instead of easier to discover anything very new in the line of men's wear in London here. The number of men in khaki seems to get greater instead of less. Any men at all of military age who are going round in civilian clothes are looked at askance by the women folk over here. That incident of the girl on the pier at a seaside watering place who went up to a bunch of 'Nuts' and handed them the white feather, because instead of serving their country they were lounging at the seaside, is still true in spirit. Our clubs, theatres, streets, parks and stations are full of soldiers—officers and men. To see a man in a silk hat is to surmise he is either a diplomat, member of Parliament or a parson. Practically everybody who is of ability, so far as age goes, is either training for the War or is home on furlough from the War. All this of course has a very bad effect on the tailoring trade. After the first two or three months of the War, things seemed to get a good deal better for the tailors, but from November and December on they have slumped again. Several tailors, big and small, tell me that trade is very bad.

For Spring and Summer, formal wear remains very much the same. The fact of the matter is that there are so few walking fashion-plates in Bond Street or in the clubs just now that one does not get a chance of seeing anything very new in this line. Anyway we are coming to the time of flannel suits and sporting attire. There is a very effective golf jacket for such men as there can be found to wear it. It is being made chiefly in greys and light green. This coat has a mock belt across the back which is not continued in the front. The back is almost perfectly plain. There are no perpendicular bands but just a broad expanse of cloth. This is radically different to the box pleats about which I was talking in one of my recent letters. In front there are no bands at all: just four pockets. The lower pockets are considerably bigger than they have been for some time and the lapel is cut a good deal higher up the coat. It sits better back on the shoulder and gets away from the long look which we have seen for some time. I might add that this new golf jacket is chiefly for men of middle age and older, for shooting, golfing and the like.

Patriotism in Socks.

In one of the shops in Bond St. the other day I came across some fancy socks rather staggering in their effect. The Union Jack was worked into the sock all the way up. The flashes of red, white and blue would, I imagine, make quite a showing above a brown or black shoe. They tell me though that many well-dressed men are wearing these socks, but I have not seen any myself. I understand, by the by, that the sock is also made up in the colors of France, Belgium, and Russia too.

Possibly you know that at the Royal Agricultural Hall they are having the Annual Show. I have been permitted to see in advance some of the exhibits in the clothing and outfitting section of the exhibition, but there seems to be very little new. I suppose manufacturers have been so frightfully busy preparing Government orders that they have had no time at all to devote to exhibition work. Some of the neckwear shown is very attractive. It is practically along the lines of the military stripes. The stripes seem to me to be a little wider than a few months ago. They are, of course, bright—the only dash of color in a man's apparel for the Summer.

I am told that the velours hat will be fashionable again for what remains of Spring. I see a good many of our smart men wearing this up and down town. A warm brown seems to be the most popular color, although some go in for the Englishman's much loved green.

The hats are somewhat expensive, but they make a very good hat for a man who wants something distinctive. This velours hat, by the by, is one of the things we have learned to manufacture here instead of buying from Austria.

We are all greatly excited over here just now over the measure introduced yesterday by Mr. Lloyd-George to stop the trouble which is being given in certain parts of England by men who are neglecting the preparation of munitions for War on account of the quantities of drink they consume. I suppose you will have heard all about it by cable. I mention this because I saw the Chancellor the other day in a grey morning suit, and it was cut a good deal better than usual. The little Welshman is not a man who cares a great deal for clothes and he does not

English neckwear shown at Drapery and Clothing Exhibition, London, Eng., in April. No. 1 group—Cossack stripes; No. 2—Ripple weave; No. 3—Quaggia stripes.

bother a great deal about looking smart. He is a little man and somewhat difficult to dress. He was wearing a black Ascot tie, large winged collar and his usual silk hat. He was just coming out of Whitehall when I saw him. With him was Mr. Tennant, Under-Secretary for War, a man who has become very much to the front during the last eight or nine months. Mr. Tennant is related to the Prime Minister, Mr. Asquith, and is a young man who has made a great impression here by the way he has handled things in the House while his Chief, Lord Kitchener, has handled them at the War Office. He was wearing a Prince Albert and a silk hat. His coat was a black Vicuna; he wore a double collar and a black knitted tie. He is a very fine figure of a man and his clothes sat well on him.

Prospects for Summer.

There is, as I suppose you know, no boat race this year. The men from Oxford and Cambridge are both rowing in the same boat at the Front, against the Kaiser. Cricket will be a good deal interfered with. The Universities will have no team at all, I imagine, although I don't know at this writing. As for country cricket, several of our professionals are at the Front. Some of the shops in London are showing some blazers for cricket and general sports wear. Usually the design of a blazer depends a good deal upon a man's Alma Mater, since a man usually wears his college colors.

But as I said in another connection, there seem so very few men left excepting what are at our Public Schools, and they are not grown up properly yet, that I do not know who is going to carry on the sport of the country until the War is over.

This, of course, is a matter of secondary importance.

Khaki! Khaki! Everywhere.

I see a good many of our smart men over here are using khaki-colored handkerchiefs. This, of course, is in keeping with the military tendency in dress, and is really astonishingly smart. Apparently it never struck our fashion leaders what an excellent color khaki was for men until they were compelled to try it. The same thing applies of course to women; there is a good deal of khaki in our streets and it is not all on men by any means.

There is little new in shirts for this Summer, excepting that in Gamage's the other day I saw one or two of the Sport Shirts with a very wide open neck. I understand this is designed for tennis chiefly.

I am told it is of American origin. I don't imagine it would sell very well here because we have no time for tennis any more than we have time for boating or cricket or any sport at all really. All of us are so frightfully tied up trying to help the War along; if we are not at the Front we are doing some work at home because we are incapacitated from serving at the Front. This Summer will be very different from any I ever remember spending in England. There will be no Henley or boating, very few house parties and little or none of the usual round of gaiety on the water and at the Oval and at Lord's which makes up our English Summer. But by next Summer we hope to have smashed the German Bully and resume Summer pleasures under very different conditions from those which obtain at present.

Maclean London

"BETWEEN" PRICES IN CANADA!

"Between" prices for hats will make their appearance in Montreal this Summer. A prominent St. James Street dealer has been thinking seriously of this matter since the additional duty was placed on imported goods. He says he does not see any reason why the public should not be satisfied to buy standard articles at "between" prices, instead of being charged 25c *or* 75c *more. He would ticket his hats* $3.25, $4.25, *and so on, instead of* $3.50 *and* $4.50. *There are lots of hats, he says, which are selling at* $4.50, *which could be profitably sold for* $4.25. *The public might argue that if he could sell for* $4.25, *he might just as well make it an even* $4. *That, says the Montreal hatter, should be left to the storekeeper himself; if he can honestly sell for* $4, *he will. The store in question has bought a large quantity of novelties for Summer which, under ordinary circumstances, would sell for* $2.50. *They cannot be sold profitably at* $2, *and it is the intention of the proprietor to ticket them at* $2.25. *They are satisfied to drop this* 25c, *as compared with a* $2.50 *selling price (which in many cases amounts to* 10 *per cent.), hoping to make up for it on the increased turnover.*

THE POSSIBILITIES OF OILSKINS.

A WET day is a harvest for the dealer in umbrellas. It is also the heyday of the cabman. Thus, if you are handling oilskin coats, there's little chance of cabbie coming around to look at them when it rains, which is the moment of his weakness for oilskins.

James Ogilvy & Sons, Montreal, recently took on a new line of oilskins, with several good features, making it a very attractive coat to any man whose work takes him out in the rain. It laps right around the front, having a very wide skirt, and clasps down the front in a line which begins at the throat, and runs away towards the left. It is designed so that rain cannot possibly get inside. The coat and sou'wester sell for $7.

J. H. Roberts, manager of Ogilvy's clothing department decided to try it out at a cab stand one wet day. He donned one, and started downtown. To the first bedraggled group of cabbies he displayed it. The flap at the front, allowing one to sit on his haunches without getting the legs wet, appealed to them. One paid the cash right there; the others became prospects for the future. Mr. Roberts has much faith in the line he carries, he believes that if he gave up his present position and tramped into the country on damp days, he could make a good living selling these coats.

There are all kinds of possible purchasers of oilskin coats, and none more probable than the farmer. Thus it should be a good line for the men's furnisher in the country. Dealers on the coast will find possible purchasers in fishermen. Everywhere there are teamsters who ride wet or dry. In both town and country there are motor boat enthusiasts who are continually getting wet for need of a waterproof which will keep them dry.

This is an instance where trade may be livened up by developing a single line in the proper direction.

POSITIVE.

Contrasting effects with shirts and ties.

In two-piece suit the coat is kept buttoned and silk sash used.

Summer suits in Shantungs, in light tan, black and white checks, etc.

Two-piece Tuxedos with narrow silk sash.

Silk crepe shirts are hit of the moment.

Pleated bosom shirts preferred to finely-tucked ones for dancing.

Low cut-away shapes in round or square corners best in collars, slightly reinforced.

Starched collars in fold and wing accompany white flannel suits.

Polka dots in nearly every color combination shown.

Black hosiery with contrasting clockings in white, blue or red.

Silk gloves strong in greys and light tans.

High crowns and wide brims in smart straws.

WEARING COLORED HAT IS ONE OF LATEST

Panama Stands as Peer of Summer Hats—Rough Sennits With Saw Edges—Silk Gloves Emerging—Polka Dots Strong in Bows.

115 *Broadway, New York Office Men's Wear Review.*

SINCE relating my observations a month ago in the shopping realm of New York where one sees every class of merchandise from the most exclusive to the cheapest grades, a gradual transformation has taken place. Late Winter and early Spring goods have completely disappeared and nothing but Summer stuff is now in evidence. Striking colors are still an impressive item which was considered at first by some critics as rather an unscrupulous step in the dignity of masculine attire.

Since colors are strong, particular attention is given to proper mixing. Instead of matching colors there seems to be a tendency toward contrasting effects. For instance, if pink be the predominating color of the shirt a subdued shade of blue or green is considered a good combination. One thing particularly noticeable in smart displays is that care is taken not to have both the shirt and cravat accompanying it striking in color schemes. In other words, if the shirt is colorful the cravat should be rather subdued.

Every shop that sells clothing, from the smallest to the largest concern, is at last showing real Summer dress, breezy, loose-fitting garments well cut and well tailored. This evidences that our latter-day fashions are sensible above all else. For several seasons Shantung silks and washable fabrics for suitings have been gaining prestige, but now they are actually popular. These new Summer materials have been brought to such a degree of perfection that they now retain their shape perfectly and at the same time may be washed without depreciation. Last Summer we saw chiefly Norfolk models in Shantungs, but now we have a varied assortment to select from, as in any other fabrics. Taste seems to favor light tans, but there are numerous black and white checks and black with white hair lines, and vice versa, being shown in the expensive qualities.

Two-Piece Suits With Silk Sash.

Tuxedo suits of tropical weight cloths for dinner and dancing are seen aplenty. In the smart shops one can buy coat and trousers, the waistcoat being eliminated for warm weather dress. In this instance, the coat is cut high and kept buttoned. In place of the waistcoat a narrow silk sash is worn. Black is being shown as the only proper thing to wear for evening dress, although white has been introduced several times, but on each occasion it has gone well with the well-dressed man.

Shirts of silk crepe are the hit of the moment. They come with either light or dark grounds with contrasting perpendicular stripes. Pleated bosoms are not so much in evidence as plain bosoms which tend to give full value to the effectiveness of both design and color scheme. Many plain white and solid tinted silks are also shown, which harmonize well with the vogue of tropical suits.

The printed shirtings so modish last Summer are now little shown. Fancy Madras and corded linen are conspicuous and in these single-starched cuffs are much more favored than the double kind.

Mushroom pleated bosoms for day wear have been relegated to the bargain counter. The finely tucked effects, however, are still used for dancing, to which they owe their original popularity and will undoubtedly continue in favor for dancing as long as the craze is on. In smart shops nevertheless, we notice a preference being shown for pleated bosom shirts for dancing. In silk or fine material the pleated article is quite as comfortable and practical as the fine tucks and certainly they look less effeminate.

Soft collars in every conceivable style are in the limelight. Long points, not extreme but medium, are prominent, although the low cutaway shapes with either round or square corners fashioned after the popular styles of starched fold collars are most sponsored by the better class shops. These low cutaway soft effects now come without either buttons or safety pin devices which add a tendency to cast an effeminate reflection on the dress of the sterner sex.

Some of these soft creations are semi-starched, but in the better grades they are left quite soft in effect which is considered very modish. The new article is not limp, however, like the first of these productions, but enough reinforcement is used to hold the bands thoroughly rigid, yet yielding and comfortable, possessing a character of their own. Wrinkles and creases are not so objectionable, after all, for negligee dress, especially if one knows how to wear his clothes. For instance, the soft collar and the soft shirt look best accompanied by either a silk bow, tied in a somewhat studied careless knot, or a foulard four-in-hand rather loosely adjusted. If a long-pointed soft collar is worn it is considered very smart to have the points flip up a bit. Soft collars are being worn with the tropical suits, while starched collars in both fold and wing effects are used almost entirely to accompany white flannel suits as well as other dress.

BANDS TO SUIT CLOTHES NEW YORK STUNTS

Contrasting Instead of Matching Colors for Shirts and Ties—Silk Crepe Prominent—Mushrooms in the Discard Except for Evening Wear—Soft Collars Getting Very Strong.

Polka Dots in Bows.

Bow ties are gallantly defending their earlier gains on the enemy. The manufacturers evidently hit the nail on the head when they prepared for an unprecedented demand. Polka dots in almost every color combination are shown and stripes in contrasting color schemes are prominent exhibits in every shop

Crepes, grenadines, foulards and rumshundas are important showings in four in-hands. The grenadine silks are taking extremely well. They are made either with or without lining. If lined, a bright silk is used which appears through the open weave of the grenadine producing a very effective color scheme which is constantly being subdued or intensified as the light plays upon it.

The reported revival early this Spring of knitted neckwear was a false alarm. Notwithstanding the many virtues of the better class qualities the cheap imitations have driven them to utter rout. Some very expensive qualities and unusually handsome effects as regards both color and design in the knitted article were seen in shop windows about the close of Winter, but that is about as far as they ever got.

Amid the ensemble of colorful things men will wear this Summer, hosiery is not the least attractive. It comes in all the tasteful colors with perhaps a particular liking for black with contrasting clockings in white, blue or red, or for soft tans and champagne effects with either tan or with black clockings. Pure white half hose are weakening and are little shown this season except in the cheaper grades.

Silk gloves seem to be emerging on the surface of fashion as if washed up by an under-current. Early in the season silk seemed to be a poor second to chamois and its various imitations, but now even the exclusive shops are showing silk effects in both greys and light tans. Black or brown embroidered backs are extremely popular in all Summer gloves.

Apropos of straw hat season it might be well to mention right here that the old custom of recognizing an "official day" to don straw hats has been over-ruled by the "court of appeals." Among those individuals who dress **by rule,** June 15th is the appointed hour for straws to make their appearance, but with the majority of smart dressers, sanity foreruns vanity and comfort is the keynote to fashion. We have already had many Summer-like days here in New York and likewise have seen many straw hats. Some even before the 15th of May.

Now that the windows are bedecked with straw headgear, all the secrets of new shapes are out and behold we gaze upon a maze of tasteful styles. As stated last month, the extremes in both fancy braids and shapes are noticeably absent, but many quite rough sennits with saw edges are shown and a very wide assortment of soft straws with flexible brims are seen. Wide brims are more prominent than last year, but the very low crown which usually accompanied the wide brim is completely out, thus we have high crowns and wide brims in almost every smart variety of straw. Tapering crowns which characterized the high shapes of last Summer have lost caste with well-dressed men. Colored hat bands are coming in strong, quite in step with the note of vividness in other accessories. Now that hat bands come detachable, it is quite the thing to use a band to harmonize with one's suit just as you carefully select a shirt or cravat to look well. Worthy of note is the fact that the three quarter and back bow effects popular last Summer are an obsolete feature in this season's styles, that is in the better qualities.

One of the newest creations for Summer is a Madras hat. It is shaped much like the Panama and is exceedingly light and durable. Also a very good imitation of a Panama is made of Cactus fabric which will stand any sort of weather. The Panama itself stands as the peer of Summer hats. Its undiminishing elegance and air of dignity is manifested by its presence in every prominent hatter's display in New York.

There seems to be nothing new in shoes of late. The craze for fancy Oxfords, particularly for outing wear, is still pronounced.

Maclean
New York.

NEGATIVE.

Both shirt and cravat must not be striking in color scheme.

Cheap imitations have "driven knitted ties to utter rout."

Pure white half-hose weakening.

Few printed shirtings shown.

Mushroom pleated bosom for day wear relegated to bargain counter.

Fine tucked effects give way to pleated for dancing.

In best grades of soft collars no starch used.

Waistcoat eliminated in tropical-weight suits for dinner and dancing.

Very low crown which usually accompanied wide brimmed straw is completely out.

Tapering crowns have lost taste with well-dressed men.

Three-quarter and back bows obsolete in better qualities of straws.

WHAT IS BEING SHOWN IN MONTREAL SHOPS . . . .

By MACLEAN, MONTREAL

Montreal, May 17.

A MEMBER of a wealthy family entered one of our best stores recently, and asked for a soft hat. He was shown a brown, the size and shape of which suited him right down to the ground. The shade, however, was wrong: he wanted green. Well-dressed young men have gone almost entirely in for green. On the other hand, stores which cater to a medium class trade have a demand almost exclusively for blue. William Currie, Ltd., Notre Dame Street, an old-established firm, with a growing busines in a fast decaying district, reports an almost exclusive sale of blue hats. Blanchet, further along the same street, who caters to a fair class of trade, finds an almost equal demand for greens and blues. Currie carries a hat which retails for two dollars. This seems to be the class of trade which is going in for blues, while the greens bring three, four and five dollars. Some of the best stores continue to show pearl grey, and it is fairly certain that the demand will be a good one later in the Summer.

Few stores dared to come forward with their straws during the first ten days of May, although one or two in the east end displayed them in their windows. A man who appeared on the mountain recently wearing a straw caused a sensation, while at Cornwall, the first week of May, a person was seen wearing a Panama and an overcoat. It was almost cold enough to snow. One of the leading houses had not opened their stock of straws when I called, but they informed me that it included several nice shapes of Leghorns, negligee shapes, with crease crown and diamond shape, selling for five dollars. These were introduced last year, it will be remembered, but are expected to have a better sale this year. The above firm had not ordered anything in Panamas, and were waiting to see how the season panned out. Their stock of ordinary straws was big, and consisted of high crowns, lacking the freak shapes of last year.

An Oxford Outing Shirt.

One of the newest things in outing shirts this year is a very fine Oxford in plain white, having a big sailor turndown collar, and half sleeves. This will be welcomed by golfers, boaters, tennis players, etc., who have been accustomed to rolling up their sleeves. These elbow sleeves are expected to have a big sale this Summer. There is another outing shirt, with soft double cuffs, and a low turndown collar of the Shakespeare type, made of white zephyr, and is a combination, the drawers being with the shirt. This should attract the yachting man who does not wear an undershirt, and with little encumbrance wishes to strip for swimming. The less one has in the way of clothes on these trips, the better. The shirt is worth two dollars.

So much for outing shirts.

Shirts are also being shown made of Japanese crepe which, when washed, resembles Shantung silk. Max Beauvais is using this as a leader. He is also showing pyjamas and gowns of the same material. There has already been a heavy demand for the pyjamas, which are finished in military style, with colored braid where the material is white, and white where it is colored. They have a distinct military finish, with wide stripes down the sides of the pants. The material is very light, and suitable for garments of this nature.

The gown can be used either for bathing, or as a dressing gown. It will suit the man going away for the week-end, its beauty lying in the fact that it can be put into a small grip. The pyjamas are made in white, mauve, blue and tan.

The Collar That Sells.

The rather narrow linen collar, with moderate cutaway, placed on the market some weeks ago for the Summer trade, has met with a very good response. The corresponding collar in soft cloth has not been such a success, at least, not in the large stores of Montreal. It may be a success with the middle classes, nevertheless, and be avoided by the elite.

Exclusive stores have found a bigger demand for plain silk and pique. Pique collars with long points seem to be most in favor, and are worn with or without the pin, and with no buttonholes. Oxford and silk collars have holes and links. The silk collar is of the fold-over type, not open too much.

Stripes Wider and Wider.

A new consignment of neckwear had arrived at the store of Max Beauvais when I called there. One was a very fine crepe de chine, with flowing ends, in plain shades. There was also a crepe de chine with large diamond figures, in assorted shades, including dark navy, with pink diamond, a green, with lighter green diamond, a black, with white diamond, and so on. Another range was of matte or basket weave silk in purple, red, blue, green and black, with small leaves as a pattern. In the new arrivals I also noticed a large number of regimentals, some of which were exceedingly loud, while others were quiet. The stripes seem to be getting wider and wider.

Mr. Reault, who has charge of the neckwear in this very exclusive store, informed me that the demand for bow ties is heavy this year. Bow ties of foulard silk are popular; also in grenadines and knitted silk. Their prices range from 50c to $1.50.

Grey Silk Glove, Black Back.

Except in store catering to a workingman's trade, the glove which seemingly has the biggest call is a grey silk, with black backs. As fabric and lisle gloves are difficult to buy, the public are taking silk. The buying would have been heavy, even though the war had never taken place, as fashion has been tending towards silk in a good many lines—underwear, for instance, and pyjamas. Silk gloves are costing the retailer $10.50, and his price runs from $1.25 to $1.50, the shades being grey, chamois color, and black. Tans do not seem to be in demand.

Three-Piece Skeleton Weight.

In clothing, the nicest thing I saw (that is, considering comfort during the Summer months), was a three-piece skeleton suit, feather-weight—almost tropical weight, with roll lapels on both the coat and vest. The feature which appealed to me most was the unlined vest. There is no lining in the suit whatever, and it looked to me like the thing for Summer. It is negligee like, yet has a lot of snap to it.

Maclean, Montreal.

WHAT IS BEING SHOWN IN TORONTO SHOPS . . . . .

By MACLEAN, TORONTO

IT may be putting the cart before the horse, but before talking about what is being shown, it is perhaps pertinent to ask why some things are not being shown; straws and panamas, for instance. This tradition about not wearing a Summer hat before May 24th is very absurd. Here we are panting and perspiring in derbies and fedoras in days hot enough to send the temperature up to 86 occasionally, and all because Summer isn't supposed to arrive till May 24th. "May 24th for straws and not before," is about as silly as "My country, right or wrong," which would be a very wicked and unfortunate kind of patriotism. I'm aching to don a straw hat, but my photograph might find its way into the paper as a faddist if not an imbecile if I did so before the day of days. May 24th must be "Der Tag."

Shirts Par Excellence.

Such indeed are the contents of one of Stanley and Bosworth's windows—or rather, I should say, shirtings, for they are made to your measure. Soft delaine—I think it is; at any rate, it is some soft and light-weight material—in exquisite color combinations. Pink and white was one, in bands of about three-quarters of an inch thick and about two inches apart, and mauve and palest of pale greens was another, design the same. The cuffs were double, and the outside leaf was cut away a la mode. These were some of the nicest things I have seen in shirtings. An extra touch was the monogram of the wearer worked in silk. Certainly these are shirts par excellence.

The Latest Hat.

A hat to wear, and wear immediately so as to get it in before the Summer comes and is really acknowledged, is being shown by L. J. Applegath. It is a bright grey—if grey can be called bright—and is fashionable either in telescope or in fedora style. A broad black band makes the contrast, and the bow is anywhere you please, so long as it isn't at the back. The brim is curled up in some cases; in some others it is almost flat; in more again, it is medium. In some cases the curl is lighter grey. In view of the boom in grey as a suit color this Spring and Summer, this hat is de rigeur.

Joseph's Coat Up-to-Date.

I see Bilton's store window is chiefly remarkable for a very splendid bath robe. This is after the manner of Joseph's coat of many colors. Bright yellow, red and black, in alternate stripes, about an inch wide, make it look something after the manner of the English sports blazers. It is something decidedly new in a bath-robe, and is of light weight and roomy comfort. The coat is finished with a belt, not a cord or tasselled band.

The bat-wing continues to reign, and all sorts and conditions of this smart tie are shown in store windows. New colorings are the feature of a display in Score's. Warm browns are the backgrounds. Yellow or red or dark green—sometimes all three—are the colors of the patterning. The pattern is small, spots or squares and the like. A brown, particularly if it just hits the right shade, is an attractive color alike for a blue or grey suit. I see, by the by, that these particular bats have the square closed ends, not the open, pointed ones, which, manufacturers tell me, are having quite a big run. The square end is more conservative, perhaps. I like these ties immensely.

Caps of Shot Silk.

Sounds funny, doesn't it? Nevertheless, there they are in Eaton's annex. They are made up in silk, black and red, or yellow and red, or blue and red, shot and blended after the manner of the mufflers which had such a vogue this Winter. I haven't seen any around in the streets at all, but for this between-seasons time, these caps might be just the thing. Needless to say, they are light-weight. They are the big English shape, and have the inevitable button in the middle.

Natty Suitings.

Mr. Hickey was well to the front with something new in suitings, which, I understand, has taken very well. At any rate, several tip-top tailors have followed Mr. Hickey's lead and are making a lot of models up. The suiting I refer to is the Glen Urquhart. It is the old Scotch cross-check on check, and we show a sample ad which will illustrate it on another page in this issue. This check, broader and much further apart in design than the close shepherd's and other checks which have had a good run, makes an exceptionally neat suit. It can be had in all weights, and in all shades. Grey, of course, is the original Glen Urquhart suiting. This sort of thing is very strong over the border, and Toronto is taking it up pretty readily.

A New Shirt.

I see that Mr. Hickey's window contains a new type of shirt. It is white, with a thin double line of black outlining the front button pleat. The design is very neat because of the sharp and yet not too marked contrast between the black and the white. The cuffs on the sleeves, which are double, are cut away on the top fold and the thin black line is used as an outline. The whole effect is very smart. The material, I believe, is cotton.

Distinctly Negligee,

Indeed so much so that it looks somewhat untidy, is the new type of soft collar, being shown in all our shops, and being worn a good deal on the streets. There are several shapes, all more or less cut away, after the manner of the English fashion which has taken hold upon our linen collars. One extreme collar is cut very shallowly, and swerves away so sharply in front as to leave more than enough room for the tie. The chief novelty about these soft collars is that they have no fastening in front, at the bottom, to hold the two sides together, and they are too wide for even the gold bar. They therefore hang limp and loose. I understand they are made of such material that they are supposed to keep their shape, more or less. They don't, however, and while they are very fashionable and very popular, they are distinctly untidy and I don't fancy they will run for more than one season. At any rate, I, personally, hope not.

Maclean, Toronto.

Good Copy for Men's Wear Stores

Here are three advertisements drawn up by an advertising writer for Men's Wear Review that should prove helpful for the summer campaign. Each is intended for single column, 7 inches — an appropriate size and shape for men's wear copy. Follow style of these suggestions in setting. For your convenience the illustration cuts may be purchased through Men's Wear Review at the low price of 50 cents each, postpaid. Cash must accompany order.

His belt

Second only to the outing life itself is a man's belt.

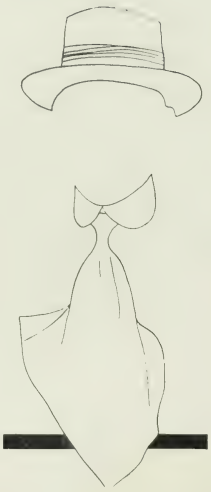
It's his one best friend, whether at work or play; allows freedom of movement; does away with the clinging grip of suspenders.

It stands for coolness and comfort.

Why not select your belt with the same discriminating care that you do your cravat?

To-night we're showing a natty display of men's leather belts in our South window. Come and make your selection.

(Name and address here)



a style for any face

– just opened 'em up and they're — words fail here, you'll have to come and see for yourself. What? why sure we're talking about hats, collars and ties, but in our enthusiasm we forgot to say so.

Guess our artist forgot to fill in the details of the drawing too, but how could he? The new lines are all so handsome that he couldn't select the nicest, so we ask you to come and see the whole range and pick out the styles that will suit your particular style of beauty.

Come while selecting is good.

Better come to-day.

(Name and address here)

—the grass thick and short, the court marked and the nets ready, the players at attention — biff! the game is on, it's fast—

the tennis season is open

Are you ready with your tennis or outing togs—your soft shirts, your wash ties, your white ducks, cool hosiery, underwear and tennis shoes?

Step 'round and see our real outdoor-men's outfits — just what you want for a good, fast game.

(Name and address here)

Striking form of advertising used by Hickey's. In huge posters the "plaid" background spread over the left half as well and and colored ink was used for the announcement. Note lettering on top made out of the "plaid" and the men's figures as well.

REALISTIC ILLUSTRATIONS IN ADS

Clever Advertising Methods of Hickey's for Glen Urquhart Plaids—Using Heavy Rules in Ad. to Represent Stripes.

COMPLIMENTS were showered on the man responsible for the advertisement reproduced above, and others along the same line as that by Mr. Hickey. This well-known men's wear dealer had already established a reputation as a writer of convincing overcoat ads., but his venture into this unique form of Glen Urquhart plaid advertising was a distinct advance. It should be stated that one variety in the sample shown above had the whole space on the left filled with the popular plaid ground notice in colored type across it. This latter was used for huge posters on bill boards throughout the city of Toronto.

The outstanding features of this form of advertising, of course, are the use of the pattern of the cloth itself as a background, and a more clever touch still, the outlining of the figures in white—or, simply a blank—so that the men's clothes are part of the plaid background itself. One other point also is obvious—the letters on the top, resting on the lower part as on a bill board, but cut out of the plaid ground also.

Black and White Stripes.

This is a matter of unusually realistic ad. writing. The subject, of course, lends itself admirably to this,—once the idea came—but it can be applied in other directions quite as well. In fact Mr. Hickey originated another that was commented on quite as much as the plaid posters. He conceived the idea of suggesting black and white stripes in a neckwear ad., and lo! next day the papers showed a two-column ad., with heavy brass rules running in a diagonal direction, covering half the space of the ad. These were very realistic black and white stripes. The ad., of course, drew attention to "Black and White Stripe Neckwear—the Newest Shapes in Cross and Diagonal Stripes; fine imported silks, 50c." It served another purpose, to advertise "Black and White Stripe Shirts—the greatest hit of the season,—$1.50."

This type of advertising brings results. It did in these cases. It brought dozens of inquiries about "Those Glen Urquhart plaids you are showing," or "Those Black and White Stripes you had in your ad." Moreover, the sales of the suits that followed readily on an examination were not induced by any "bargain" prices: at least as bargains nowadays are generally supposed to run $14, 15, $16 or thereabouts; they were listed and sold at $20, $22.50 and $25.

In a later issue The Review will deal further with Mr. Hickey's able art of advertising.

Black and White Stripe
NECKWEAR
The newest shapes, in cross and diagonal stripes: fine imported silks 50c
Black and White Stripe Shirts — the greatest hit of the season $1.50
Hickey's
97 Yonge St.

This ad. looks like the real thing.

THREE AD. SUGGESTIONS.

The ads. on the preceding page all contain seasonable cuts. No. 1 works on the theory of the association of ideas by bringing the belt out prominently as well as the camping scene while the figure is subdued with light dotted lines. The reading matter contains a pithy talk on belts. In No. 2 the heading is set in lower case type, a rather unusual arrangement. A chatty talk follows. No. 3 in illustration and introduction indicates action, and leads the reader to the subject of the ad., outing togs. Note how ads. are linked up with mention of window display.

CATERING TO YOUNG MARRIED MEN

Careful Buying Required in District Where There are Few Single Young Men—A Few Stiff Hats to Freshen the Stock—Working the Bowling Clubs—A Cheque Instead of Credit.

STARTING out as a traveller before he was eighteen, spending four years on the road and opening up business on his own account in a newly developed section of Toronto when he was 21, is an experience which does not often happen even amongst the enterprising young men's wear dealers in Canada. This, however, is the experience of Mr. F. W. Davis, 317 Roncesvalles avenue. Mr. Davis has not followed the example of so many dealers who start in to business of their own by launching out too extensively and finding themselves loaded up with surplus stock which they have to sacrifice at a serious loss. Probably his largest buying was in the year 1912. Men's furnishers will remember this is an almost ideal year, where the seasons were accentuated, a hot summer, a cold winter, resulting in a rush early in the summer season for light goods and a corresponding demand in the fall for the winter stuff. Since then, however, experience and wise forethought have enabled Mr. Davis to tone down his advance buying until now he is numbered among those who follow out the principles of the new method of buying dealt with in this issue of The Review.

Front view of Mr. Davis' store.

For example: he did not have any straw hats left over from last Summer, but a few stiff hats. Instead of buying heavily of the new season's styles he added some in 7⅜s and 7⅝s to freshen up his stock and hardly touched the 7¼ and 7½ sizes, as he had some on hand that he thought he could dispose of in the regular way. His purpose is to continue buying of the larger sizes for which there is a greater demand and moving out his last year's stock with them as much as possible, instead of limiting his sales to the new models brought in this year.

Not being in a down-town location he is careful about taking up novelties. Usually he lets the down-town man try them out for a few days at least to see how they go before he decides to order. He has, of course, a few novelties in order to give an air of smartness to his displays and one of his orders was for a hat with a sennit brim and a split straw crown; another novelty is a sennit with the crown an egg oval following the shape of the head instead of the ordinary circular shape.

Few Unmarried Men.

The district is a peculiar one in a sense. There are very few young unmarried men living there so that the usual demand for the latest novelty is not nearly as strong as in an older section of the city. The majority of the men are young married fellows who are paying for their houses and have to be careful about their expenditure. For them the moderate price goods must be the usual stock that is in demand; 50c. prices for ties, as a rule, rather than $1 ones though he may keep a few of the latter for the best customers. The conditions of his trade make it necessary for him to study very carefully every article he buys in relation to the possibility of such a clientele. He does not do newspaper advertising as the large dailies of the city are too expensive for any one who has only one district to work on. He does send out some calendars each month but his main publicity consists in his windows, of which he is justly proud. Four years ago when he opened his business he thought of engaging some one to trim them but decided that he might as well get the practice then as later and he has always studied carefully the window trims given in trade papers and now he shows windows that are creditable to any kind of store.

Seasonable Trims.

The one on the left side of the store is usually devoted to hats of some kind, while the one on the right has shirts, ties, underwear and so forth. These windows are trimmed at least once a week. By the middle of May he had already shown some straws and for the 24th he plans to make up in the other window an outing trim. This is intended to fit in with the opening of the bowling season. There are two clubs in the neighborhood both with a large membership. Mr. Davis belongs to one and has sold a number of flannel trousers through wearing them himself on the greens.

"Do you keep those over at the store?" he has been asked a number of times, followed by the statement, "We will be over to get a pair." He does not carry ducks but limits himself to flannels.

"Do you have any trouble over giving credit?" Mr. Davis was asked.

"I never give any," was the reply. "I have not a dollar on my books except a little for a special department, cleaning, pressing and repairing. This latter is unavoidable. But for my regular business I insist absolutely on cash. If people ask for time to pay I simply tell them we never give any credit.

"The other day a young fellow bought a suit of underwear costing one dollar. He had'nt the money but told me he would give me a cheque or "call in with the cash to-morrow." I said I would prefer the cheque.

"'I'd rather not give it if it's all the same to you,' was his reply, but I told him I preferred the cheque, and he gave it reluctantly. Good or not, I knew it was better than a verbal promise.

"Our repair and cleaning department we keep up for the convenience of our customers," Mr. Davis said. "Often a man will say, 'Do you know where I can send a suit to be pressed?' and he is obliged when we can accommodate him. There is another advantage; it gives us his name and it is often very hard to get names even of men who keep coming in for months to deal. In this department we have a monthly payment system and send for the clothes and clean and press them regularly. This is a very satisfactory section of our business."

THE COUNTRY HABERDASHER'S EXPERIENCE

Where "Green's the Thing This Spring" Was an Unknown Slogan to the Public—Celluloid Collars and No Thousand Pleated Shirts—Prefer Two Soft Hats to One Stiff—Soldiers as Customers.

By a Staff Correspondent.

THERE is not an exclusive men's furnishings store in Cornwall, Ont. There used to be one, but the man who ran it died, and his business with him. Nevertheless, the number of merchants who handle men's furnishings probably exceeds the number handling any other single-line. Haberdashery is hitched on to shoe stores, to clothing stores, to dry goods stores, to general stores to almost anything.

The same conditions must exist in many towns like Cornwall. Haberdashery in the country requires a different experience than in a large city. While merchants require to know what is fashionable they do not follow the fashions as closely as in Montreal or Toronto and other of the larger centres. The lines carried are more staple. The Montreal man if he desired to do any business at all, must be right up to the minute in his stock, especially if he wishes to catch the better class trade. This must not be taken to imply an absence of quality goods in the smaller stores,—merely that Fashion, Fad, Freak, or Novelty makes a smaller noise.

Probably the largest haberdashery in Cornwall never bought a single myriad-pleat shirt. His clerk begged him to, saying they would be all the rage, but he could not get it into his head that such things could be laundered in Cornwall; so he let them alone. And he wasn't far wrong. Another haberdasher, who had one of these shirts in the spot light of his silent salesman, was asked what he intended to do with it. His reply summed up the situation as regards many a town—"There is always one who does not know that those shirts have gone out of fashion."

In neckwear, purchases rarely exceed fifty cents, and dealers will tell you that this is the same tie as is sold in the city for seventy-five—a $4.50 line. Here again, staples are followed as closely as possible, plain shades taking much space in the show cases. Regimental stripes and grenadines have arrived, but the man in the country handles novelties with great care. In collars he is perhaps more in line with fashion. Celluloid collars are a good seller in towns like this, and it is not the farmer who wears them. The big demand for celluloid collars comes from men in the factories.

In hats the situation is interesting in that it differs from the large cities, although what is true of Cornwall might not be true of other towns of 8,000 souls. There came along the travellers showing green soft hats, proclaiming, "Green's the thing this Spring," and the merchants knowing that travelers have the situation off pat, bought green hats.

One of the merchants had a vision one Sunday. He went to the store for his copy of Men's Wear Review, clipped out a certain ad., and mailed it to the manufacturer, saying: "Send me —— dozen of those, blue." He was right. Whereas he had sold several greens simply because he had no others to offer, he now did a rushing business, indicating that the boys of Cornwall did not know that "green's the thing this Spring." Experiences of other stores bear out this statement.

Two Soft Hats—Why a Stiff?

As regards stiff hats, there is nothing in the town and country trade yet to indicate that it is coming back strong this year. The merchants would rather that it didn't, for experience shows that, generally speaking, a man will buy two soft hats where he would buy only one stiff, the reason being that the former loses its shape more quickly, especially where it is exposed to rain.

One of the most pressing reforms needed at Ottawa in the eyes of the town and country haberdasher, is a new Minister of Militia. It was bad enough to have their youngsters taken away, but to enlist them, clothe them and then keep them running around town, was worse still.

One can hardly conceive of a bigger blow to haberdashery than for all the young men to wear uniforms. What chance would neckwear, collars, or shirts have?

Under ordinary conditions these men would have brought trade to the Cornwall furnishers. On the contrary when approached they asked, "What can we buy? The Government gives us our clothes, our boots, our underclothes, and many other things."

It would have been impossible for the dealer in the smaller places to supply clothing for the soldiers, but he thinks he "should have been allowed a crack" at the boots, the underclothing, etc., and other lines.

PEARL GREY HAT FOR FALL.

Reports from a number of the large cities of the United States agree that the pearl grey hat has won a considerable place for itself during the last Spring selling. It was a late arrival and this is believed to be the reason why it had not a chance to develop much strength. However, in the more exclusive stores, just as in Canada it sold fairly and propheeies are many that it will become a prominent factor in the color scheme for next Fall. One of the reasons given for this is that the public want a change and they are tired of the blues and greens that they have had with them for so many years past.

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY — 143-153 University Ave. TORONTO, CAN.

Vol. V. TORONTO, MAY 1915 No. 5

THE SUMMER TOURIST TRADE.

IN one of the style sections of this issue the statement of a big supply house is quoted to the effect that advance orders for bathing suits so far have been four times those for the corresponding period during the last three years. What does this mean? Simply that with European resorts cut off, United States pleasure-seekers are expected to pour into Canada by thousands. Already it is difficult to secure rooms in Muskoka for July and August, or down the St. Lawrence, or in the most charming Summer rendezvous of Western Canada. This will provide good business in lines such as bathing suits, sweater coats, sports shirts, running shoes, belts, duck pants, etc., for those contiguous to the summering places. But any large influx of visitors bent on aquatic and other outdoor sports is certain to act as a stimulus in scores of other sections of the country with the result that retail trade here will come in for a goodly share of extra buying.

The retail merchant should seek early to size up the situation and meet it by getting in supplies, and throw the full force of his display facilities into making attractive showings of the outing goods. One of the most successful means is to supply a sporting or general outdoor touch by the addition of a paddle, a baseball bat, a tennis racquet, a golf stick, a hammock; even a big canoe has done excellent service. One of the main things is to assist the mind of the Man on the Street who is looking in your window to connect up the goods with some desirable use to which he could put them.

EARLY BUYING OF KNITTED GOODS.

CAUTION in placing orders may be carried to an injurious extreme in some lines. The theory is an excellent one: primarily for the retailer, but indirectly, and on the whole, quite as advantageous for the supply house. Any method that will induce safer commercial conditions for the retail store must react favorably to the wholesaler.

A judicious exception in this new policy, however, would appear to be, knitted goods: underwear, hosiery, sweater coats. Conditions are abnormal now; prices are higher, but the outlook for late Fall is still more unfavorable for the retailer. There is a certain lull now in war orders and the mills can turn out all that is required for domestic use. By July, it is almost inevitable that they will be loaded up with war orders booked for a winter campaign—a necessary act of preparedness, even if ultimate and complete victory rests with the allied armies before the close of 1915. But the question of supply is not the only consideration that urges immediate buying. Wool is scarce and likely to be more scarce; the price is high and likely to be higher. Even if the khaki demand ceased at once, normal conditions could hardly be restored for another twelvemonth. Several shrewd buyers for department stores assured The Review that while hosiery prices for Fall were fixed now, delivery was uncertain; while for Spring of 1916 prices were quite as problematical—in regard to the high mark that might be reached—as were the chances of delivery.

COURTESY AND CANDOR OVER DRAFTS.

THE attention of The Review has been drawn by several manufacturers to the failure on the part of some retailers to deal in a judicious manner with drafts that are presented to them. By this it is not meant that they do not meet them. That is implied in the point taken, but this is not the main complaint. It is the carelessness, shall we call it, or neglect or disregard of their commercial reputation which seems to be at the bottom of the attitude, or lack of attitude, of some merchants, particularly at the present time. Supply houses have been more or less accustomed to wait a little longer than usual for the payment of some of their accounts since the War began and collections have not been up to the mark. But it is the manner of dealing with these obligations to which objection is taken, and rightly so. There are often cases where a draft will be sent to the retailer and where it will be refused without any explanation or any promise as to future payment. Surely this is bad business and an action which will seriously injure the credit of the retailer. The supply houses for the most part have shown themselves very reasonable under present conditions but the least that is due them if payment cannot be made, is that the failure to do so should not be passed over in silence but an explanation and some information given as to when the creditor will be likely to meet his obligation.

The result of this would be in the majority of cases that the manufacturer would retain his respect and faith in the retailer and the latter's credit would not be impaired. The difficulties under which most merchants are laboring now are recognized, and at no time is the element of courtesy and of candor in the relations between the creditor and the debtor more advisable. Letting a draft go by default is the worst kind of practice. The inevitable result is to stiffen the resolution of the wholesaler to cut down on the credit he is giving, and the retailer will be the loser.

IN SELLING TEA—AND MEN'S WEAR.

ONCE upon a time a new brand of tea was launched. We will call it "Sea-lon" for sake of reference. Its progress was slow, and yet tens of thousands of dollars were spent in an effort to round up the public. "Drink Sea-lon tea!" was the oft-recurring slogan. Publicity? Yes, of a certain kind, but a slow-buying kind.

There came along a friend who knew the stiff and rather discouraging fight that was being carried on. Also he possessed an almost instinctive scent for good advertising. "I tasted some of your tea, but it was poor stuff, I thought. Why should I "Drink Sea-lon Tea?" This was the scalpel he used upon his sick friend.

The sales manager at once was put on his mettle.

"Why drink Sea-lon tea? Because it is made up by machinery instead of being picked by hands that are none too clean:" because it—because it.—because it—. The reasons simply poured forth; excellent ones; easily convincing ones; and yet reasons that had never seen their way into print. Instead, it was Buy! Buy! Buy! with never an answer to the Why? Why? Why? of the public. Exhorting or bludgeoning the consumer instead of reasoning with his intelligence.

Tea is not men's wear, and yet the psychology of selling goods is pretty much the same in everything. You have a hat to dispose of? Tell the public the good points about it, in others words: Why he should buy it. You have a particular kind of shirt, tie or suit to sell? Tell the public what points in this or that warrant his purchasing it. The bests ads. usually have a Why inserted.

DEAD BEATISM.

WHILE selling goods is the most important work of the retail dealer, there are other departments which must not be neglected if the business is to be successful. The collection of accounts is a work that must be diligently pursued at all times for if the money isn't coming in, it availeth little to urge the customer to purchase extra goods. The professional dead-beat we shall ever have with us. He employs "ways that are dark and tricks that are vain" to defeat the man from whom he buys his goods.

The story is told of a new arrival in a certain town going to the establishment of a clothier for a suit of clothes. The retailer looked him over and came to the conclusion that here was a pretty good acquisition to his list of customers. When the suit was ready, however, the newcomer gave a very plausible excuse that he was short of funds for the time being but that he would have the money at the end of the month. The clothier sized him up to be a man of his word and so without hesitation handed over the clothing.

The end of the month came and the dealer sent in his account. No response. Regularly the dunning letter went out for two or three months and there was still no reply. Then the dealer bethought himself of a brilliant idea. He would quote scripture and appeal to his higher nature. So with the next account he attached this postcript:

"You were naked and I clothed you."

Back came the reply by next mail, the first the clothier could get from the delinquent:

"You were a stranger and I took you in."

Whether we can set this down as gospel truth or not makes no difference to the point we desire to make. The dead-beat it out to make a living by questionable methods. His purposes should be defeated, and it is only by constant vigilance that the retailer can get the better of him. Chances are too freely taken by many and it is for this reason that the dead-beat has flourished so long. New credit applicants must be carefully scrutinized—and besides it is up to every dealer to get his money in regularly if he is going to do his share in keeping the wheels of business running properly.

BOOKKEEPING AND CREDIT.

THE Credit Men's Journal in a recent issue draws attention to a matter which should receive the attention of every retail merchant, and that is the question of retail bookkeeping and credit. We believe that men's wear dealers as a rule are careful regarding their bookkeeping and credit, but we are reprinting the article which reads as follows:

"The average retail merchant does not realize that his inability or neglect to keep a proper set of books is an extremely serious handicap to him and in the eyes of the law a very serious offence. The Criminal Code makes it an indictable offence to get into debt to the extent of a thousand dollars without having the ability to pay and without having kept books for five years next before the inability to pay. The Code makes the guilty person liable to a fine of $800 and one year's imprisonment. However, the sting is taken out of the section to some extent by the fact that books to be kept are simply such books of account as are usually kept in that business.

There is a strong feeling in various interested quarters at present that something should be done to raise the standard of business methods among retailers, even if it is necessary to amend the Criminal Code on the subject.

The interested parties are, of course, those who are granting credit to the retail merchant. The retailer as a rule is honest, a good salesman, a good judge of the demand in his locality, but he consistently avoids a complete system of bookkeeping.

There are several reasons for this. In the first place, he hasn't time, or imagines he hasn't. Secondly, he lacks ability. Here again his imagination has something to do with it, and no doubt he would astonish himself if a simple set of books were placed in his hands. Thirdly, he does not see the utility of bookkeeping. He can appraise his stock generally at a glance, and as a rule his selling price allows him a fair profit. Like the farmer, he knows that he is getting a living and that quite often he has a balance in his favor in the bank. That that balance is more than offset by liabilities he knows sometimes and sometimes he doesn't.

As a rule the retailer understands the extent to which he is dependent upon credit, but he steadfastly refuses to see that that credit would improve if the credit men, i.e., the banker and the wholesaler, knew more about his business. The wholesaler bears the burden of the financing of the retail trade, because he knows more about it than anyone else, but all he knows is the volume of the goods the retailer is turning over.

The Retailers' Association has taken up the matter with the idea of improving the credit basis and the bankers have taken the matter up with the idea of protecting themselves. It is up to the wholesaler to do something also in the way of self-protection. As the chief source of credit for the retail trade, he has it in his power to force the retailer to keep a set of books that will show the profit and loss in any month in any year since he started in business."

SUITS & OVERCOATS

If is impossible to have a June Bride's number of a Men's Wear paper, very obviously, but the fact of a June bride presupposes the additional fact of a June bridegroom. It is therefore in order to get into the matter of what men will be wearing in the way of formal clothes this year. It is very often supposed that morning suits do not alter as much in style from year to year as do ordinary sack and lounge suits, but this is erroneous. The very latest morning suit which is being shown now in New York for present wear—as illustrated on the front cover of this issue—is cut upon slightly different lines from that which obtained all last year. The coat is cut a good deal more snugly so that it fits the form even more closely than the models which we have seen before, and they, last year, were pretty tight. We were able to see some of these new morning suits from New York. One in particular attracted our attention. This had the lapels cut rather higher than heretofore. The coat was a two button coat, instead of one very much cut away, and the lapels sat well back on the shoulder. They rolled ever so slightly. They met at a point in the front of the coat a good three inches higher than we have seen in morning suits for popular wear this last Winter. The lapels were peaked. Correspondingly, the vest was cut higher, and not so much of the tie would be shown. The coat had two buttons, and this particular one that we saw was made to fasten with both buttons, although in another instance the lapel was loose and rolling and only fastened at one of the buttons. Braid, of course, is always de rigueur in the matter of morning suits. The braid is a trifle thinner or narrower than in former years. The vest is set away sharply at the bottom. The trousers were of pronounced grey with black stripes. The coat and vest were of Cheviot in a very dark grey.

I noticed in this particular coat that the outside left hand breast pocket was missing. The question of this detail is a matter for everybody to decide for themselves. On the other hand this coat that we are discussing had a ticket pocket on the right hand side of the coat, an English custom now in much vogue in well-dressed Gotham.

An attractive summer outfit is this blue vear-Norfolk coat with white flannels. Note the pockets which are semi-free from the coat, as in an officer's tunic.

The Declining Frock Coat.

Although the predilection nowadays is for the morning suit for wedding occasions rather than the Prince Albert or frocks, there are many who prefer this latter. There is not much difference in the styles of this coat year by year. For Summer wear the outstanding feature is that possibly a good many more grey frock suits will be worn than heretofore.

The grey frock is a London institution and has not yet been very very popular on this side the water, although last Winter in New York several very prominent men discarded their blacks and started to wear grey. We saw a frock suit the other day and the lapels, as in the case of the morning suit, were cut very high. The vest was rather higher than it has been for two or three years, too. As a matter of fact, the high vest is really better for the wings or poke collar, which is the only thing for formal and wedding wear. Grey and black vicuna are the favored so far as material goes this Summer.

Cuff or No Cuff?

In the matter of trousers the only outstanding detail which is worthy of mention is that for formal wear there should be no cuffs on the trousers. The supposition is that patent or at any rate very closely fitting and attractively appearing shoes will be worn and over these for formal wear the end of the trousers should hang plainly and loosely. Cuffs on the pants is not au fait.

One or two very exclusive tailors tell us that there is a growing demand from some of their clients for a velvet collar rather than a silk lapel on the frock suit. This, however, is not general, nor will it be general. We give the note for what it is worth, but for the majority of our readers it will not cut any ice.

The waist is very pronounced this year, more so than in other

years, the shoulders are very narrow and very sloping; in fact the English fashion is still more and more clung to, in spite of the fact that some American journals claim that Uncle Sam has evolved a national dress of his own. We think not. At any rate, he is more English than he has ever been, and this year is producing suits and articles of apparel more near to the English standard than for two or three years that have just passed.

Blue Coat: White Flannels.

Come season, go season, the smartest of all turn-outs for seaside year, or for boating—when you must be au fait –is the blue coat, and the white flannel or pinwire-striped flannel pants. White duck is all right for knocking around in a canoe or a boat when you don't care how you look, but for "occasions," flannel is the thing. We saw a very attractive coat and flannel trouser outfit the other day. The pants had a dark blue pinwire stripe, set half an inch or more apart. There were, of course, cuffs on the pants. Whether or not you can leave them off ordinary pants, they must be on flannels.

The coat was of blue flannel, a shade, just a trifle, lighter than navy. It was cut very conservatively, and almost gave the effect of a double-breasted suit. That may have been partly due to the fact that it was on a man who was broad and well proportioned. The lapels were narrow, and only very slightly rolled. The coat was approaching the Norfolk style, for while the back was innocent of any belt there were the familiar outside pockets. These had flares and buttons. In the case of the two button pockets, they were cut right away from the coat so that they hung out after the manner of those on an officer's tunic. This was the outstanding touch in the whole coat. The outfit certainly looked very attractive. The very warm blue against the white flannel looked just the thing for comfort and smartness as a holiday suit. We reproduce a picture on the previous page.

Double-Breasted Suits and Sacks.

There is a vague unwritten law that a suit for boating, if it is blue, should be double-breasted This is a British habit, and is almost a tradition with them over there. Blue double-breasted coats give the impression of sailorliness—if we may coin a word. They are getting to be worn a good deal in Canada by men who want to promenade at the yacht clubs in the very smartest and most proper thing.

Apropos double-breasted suits, there is a distinct revival for this Summer's wear. Our British correspondent reports that more double-breasted suits will be worn this Summer than for some seasons, and particularly in light heathery or green mixtures. His words to this effect in last month's Review are coming true right along, in England, he says. It is the same in New York, though only the very radical and daring dressers there seem to go in for this kind of suit. Canadian tailors and clothiers—though the former more than the latter—report quite a demand for the double-breasted suit. One exclusive tailor is very emphatic about this trend, though, as he says, it is only the very careful man and the man who will lead the fashion rather than follow it who is demanding a double-breasted reefer.

Blue is very popular here. One model we saw the other day had a long sweeping roll. It had two buttons, was made to fasten at either, though the intention was that the bottom one should be used, and the roll came down in a long graceful curve. There was no breast pocket, we noticed. This is an optional detail. But the detail of the long roll is fashionable, though older men prefer the square look which the creased lapel gives.

Braided Sacks.

There is, we understand, a slight tendency to revive the semi-formal suit, the braided dark grey sack, with light grey trousers. This makes its appearance every Summer, like the Budget does in the Spring and the Exhibition in the Fall, and is a dear old landmark. But it is not dressy, though it just misses it, and has never become fashionable. We don't imagine it will have any better success this year.

Fall model, 2-button s.b. sack, soft roll, outbreast pocket, step vent; cuff; single-stitched edges. Vest, d.b. soft roll collar, heavy lapel, athletic shoulders, 2 buttons at top tapering to single button at bottom. Trousers with or without cuffs. Shown by Wm. H. Leishman & Co.

AN APPEAL TO RETAILERS.

New York Clothiers' Association Ask Them to Purchase Close to Requirements.

The Clothiers' Association of New York has issued the following appeal:—

"It is needless to say that there is a decrease in the world's available supply of wool, of aniline dyes and other items used in the manufacture of woolens.

"Clothing values, where the standards of make have been adhered to, will be higher, though not proportionately as high as the present price of wool. When woolens were bought for the fall season most mills had some wool on hand, and based their prices accordingly. When that stock was absorbed prices were advanced to meet existing conditions.

"A similar situation exists in the manufacture of clothing. The manufacturers own a certain amount of woolens, considerably under to-day's market value, and the early buyer will receive the benefit. It is in this connection that we respectfully suggest that you purchase close to your requirements; neither over nor under.

"To purchase more than you require and then later to revise your orders will, under the circumstances, be an injustice to the manufacturer who desires to give the benefit of his lower price materials to as many of his customers as possible.

"We believe that a revival of business is at hand, and that the country will soon enjoy an era of prosperity."

This appeal is extending to a large section of the States and is reported to be meeting with an encouraging response on the part of the retailers.

BOYS' DEPARTMENT

BOYS are quick to copy the soldiers. Whose ears have not been almost deafened by boy scouts, preceded by a bugle band and, it seemed, a hundred drums? And if the civilian has the nerve to wear khaki shirts, ties of regimental stripes, and to carry military canes, what more natural than that the boy should copy the soldiers too.

Here and there one sees a boy dressed in khaki uniform, but these have been difficult to secure on account of many of the clothing manufacturers having their noses to the wheel, making suits for real soldiers. A large proportion of these orders have now been filled, and the clothing men can turn their attention to stuff for next Fall.

Orders for Military Suits.

Whatever else is worn by boys, it is a safe bet that military suits are going to have an enormous sale as soon as the warm weather has gone—a safe bet because one finds that a number of shrewd retailers are placing heavy orders for these military suits, and intend to feature them for all they are worth.

If these had been ladies' hats, there would have been a danger of overdoing the thing witness the large white and pink daisies' sudden life and sudden death. With these boys' regimental suits it will be just the reverse. As soon as boys get wearing them on the street there'll be mothers and fathers pestered to death all over Canada until their boys have a khaki suit.

A Canadian manufacturer is putting a juvenile military suit on the market for Fall, which is an exact duplicate of the tunic worn by our soldiers in France, even to the buttons, and regulation military collar. More than that, to match this suit they are making a military overcoat, again an exact duplicate of the real thing.

James Ogilvy & Sons, Montreal, are already showing khaki suits, but not in military style. They are Norfolks, with yoke, and sewn straps. When these are loose, they are apt to come away. With each suit there are two pairs of bloomer pants, double stitched, and tape seamed. There are five pockets in the pants two hips, two on side, and a watch pocket. A black leather belt for the pants goes with each suit. Besides khaki serge, these are also being made in tweeds.

A good line for Summer where a store enjoys a fairly good class of trade, are boys suits of Englis's Galatea. Mothers when leaving for the country generally get a stock of these, as they are dependable both as regards wear and the wash tub. Ogilvy's, who sell large quantities of these every year, get $1.35 for blouses, and 85c for the pants. The latter are made both bloomer and plain.

Boy's military tunic in khaki. Shown by Saxe Clothing Co.

A New Fastener.

Something new for Fall, is a patent governor fastener for bloomer pants, which does away with the old strap and buckle. This will fit both fat and slim legs, and yields freely to the leg movements.

Among the new models for Fall is a coat with fancy back, and wide lapels, copying the latest style of man's coat. Another style is a boy's double breasted coat, with fancy pleated back, military coat, giving the boy a smart and upright appearance.

WHAT THE STORES ARE SHOWING.

Stores in Montreal are just now looking after their stocks of boys' bathing suits. Last year the supply was mainly of two-piece garments, although there were many enquiries for the skirt. This year they are being supplied in one-piece, with the skirt attached. This is the newest thing in this line, and retails for 85c.

Several stores are showing two-piece underwear in natural cashmere, a sort of between seasons garment. It is a safeguard against cold when the thick winter garments are getting a little uncomfortable—a medium between wool and cotton. These sell for 50c per garment.

In neckwear, one of the biggest sellers for very young boys is a silk tie in self colors, tied in Derby styles. Bow ties are selling more or men than boys. The above line sells for 15c, or two for a quarter.

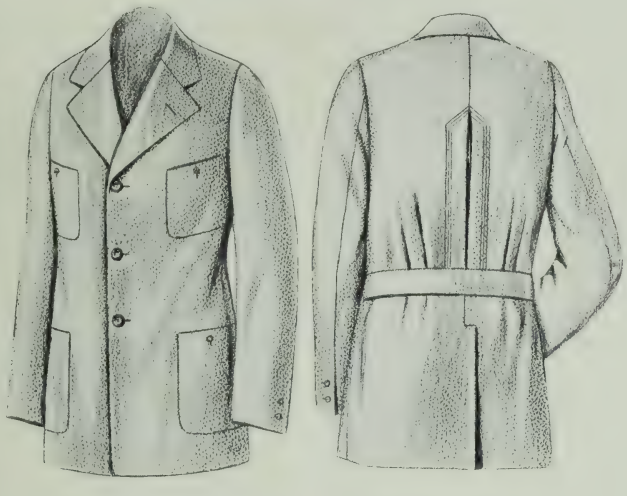
Dealers are carrying nice ranges of negligee shirts, with both soft and stiff cuffs.

HANDLING THE BOYS' TRADE

First of All a Matter of Service—Methods for Keeping in Touch With Boys—Remembering Him on Birthday and Christmas—Help Men's Trade as Well.

Special to Men's Wear Review by Traveling Staff Writer.

MR. E. A. Hughes, who recently wrote in this paper on The Gentle Art of Suggestion has the right idea. Suggestion plays a very important part in sales. The successful men's wear man leaps from one stepping stone to another, from lesser things to big, and from big to bigger. This is exemplified in the case of the Oak Hall store in London, Ont. How the boys' trade is developed from smaller things to bigger, and then how the men's wear trade is again developed from the boys' trade is the subject of an interview which the manager of this store gave Men's Wear Review for this issue.



Outing Jacket, Spring and Summer, 1915. By courtesy Theodore Morre, designer, John W. Peck & Co., Limited, Montreal.

"You see those hats," said the manager, "Well we sell those for 50c apiece. The mother comes in with her little boy, buys one of those hats, takes it home, likes it, the boy's father likes it, and all his relations like it, and the result is that when the boy needs a suit, we get the business."

This is a short, succinct and suggestive description of how a bigger sale may spring from a smaller one. The hat which the manager of the store was talking about was attractively laid out on a table adjacent to the door of the store. Any customer coming in would naturally see those hats, and if he or she wanted a hat for a little boy, the cheapness and the fact that they were natty and up-to-date would speak in their favor.

Then as to the trade in boys' suits, that has the same bearing relatively to the trade in men's suits, overcoats and the like, that the small hat had to the small boy's suit. It is just a question of leading the customer on step by step.

How to get this boys' trade. That is the question.

Jealous About Boy's Looks.

"The first way," said the manager to The Review, "is to give service." A woman is just as jealous about her boy looking well as she is about herself looking well. You can't sell her the average mother—a suit that isn't going to look well on her boy. She has him there with her and tries it on, if she likes it she buys it. But it has to be natty, hard-wearing and good value for the money. Then your service is completed. But how to keep that trade after you have once got it is another question entirely.

Keeping in Touch.

"We have our own system. Every boy that comes in here leaves his name and address and other details if we have anything to do with it. One of the most important of these other details is remembering his birthday. On his birthday we send him a birthday card; at Christmas, we send him a Christmas card.

We keep in touch with the boy, by hook or by crook, right throughout the year. We send circulars and the like to his mother, but they are addressed to the boy himself. We have a system by which we give away books and toys mouth organs and so forth to the small customers, and we find that they think of these things year after year, and when their mothers are going to buy them a new suit, they naturally want to go to the place that has treated them well before.

"It is very rarely when we sell a suit to a woman for her little boy that we do not get that boy back again the next year and several years, in fact, until having been our customer as a boy, he becomes our customer as a youth, and finally our customer as a man. We have on our books now several instances of men who were with us as customers when they were boys. They have grown up with us. They have always bought their clothes at this store and they will go on doing so as long as they are in town. That end has just been attained by the simple process of constant suggestion and perpetual reminder. We have kept at that boy while he was just a youngster and kept at him until the time he has grown up. We have sent him birthday cards and Christmas cards and other little circulars until he has become used to the idea of buying his clothes at our store, and nowhere else."

As to the importance of the boys' trade as an adjunct to the trade in men's wear, The Review was told that this was very considerable.

HATS and CAPS

WHEN this issue of Men's Wear Review reaches the haberdasher, his straw hat business will hardly have commenced, and it will be some time before he is able to form a correct idea of what the public wants. Wholesalers and manufacturers, on the other hand, have now reached the stage which the retailer will reach about the middle of summer, when he can say exactly what hats have sold, and what have not. About this date it is necessary for the wholesaler to review the situation, and to determine which lines he is going to repeat on.

A representative of this paper called upon a wholesaler just as this decision was being made. He had several straws on the counter, and was a little in doubt which was the biggest seller. The straw was easy; there was just a little doubt about the ribbon, and hat dimensions. The hat to which they decided to pin their faith is described as follows:

A sennit straw, measuring 3¼ by 2⅛, with a black band, 1¾" wide, and a flowing bow. This is the bow which seems to meet with considerable favor this year. Others are being shown, and narrower bands. The firm in question are doing their best to stick to black bands as far as possible, owing to the difficulty in suiting everybody with fancy bands. It usually happens that the wholesaler has everything but the one the dealer wants.

Panama in Fedora Shape.

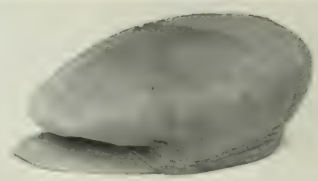
We learn, as we go to press, that a very strong hat for Summer wear will be the Panama in Fedora shape. Some months ago, Men's Wear Review predicted this line as a leader in Summer of this year, and manufacturers are selling a lot of them. The hat is a conservative Fedora shape, with a dent in either side, fairly pronounced. The brim is slightly curled in some cases; in others it is merely bevelled and raised. The band, fairly broad, may be in black or in yellow combinations, stripes of green, black, blue and yellow—fairly bright shades. The bow, a small one, in most instances, is either at the back or side. The relinquishing of the back bow on account of its being an Austrian detail was prohibited for a time, but it is showing again. Some of these hats have a fastening which can hardly be called a bow.

The window of a prominent men's wear store in Toronto had a display of these hats and claimed them as a leader in straws this Summer. Other shapes are telescope and round with high crown, after the manner of the fashions in felt which have prevailed this last Winter.

A Medium Sennit.

A Canadian wholesaler speaking on the hat situation said:

"It is a little early yet to say for certain what will be worn in straws, but retailers seem to be favoring sennits not too extreme probably 3¼ by 2⅛. As far as we can see, that will be the hat which will be worn during the coming Summer. There is only a slight demand for soft straws or Panamas. We have shown our samples of Leghorns, but we have no confidence in them.



Light-weight summer cap of fawn-colored silk. Shown by Wolthansen Hat Co.

"In Panamas, we have several nifty soft-hat shapes, with high crowns and pencilled curl brims. These are popular priced goods, costing the retailer $45, and should retail for about $6. The crown is round, with slight taper, very similar to the soft felt hat. The height is about 4½ or 5 inches.

LIGHTER COLORS FOR FALL.

The consensus of opinion is that light color is the logical development of style tendency for Fall, says the 'American Hatter' in its May issue. Any hat man, it continues, familiar with conditions in the hat trade who notes carefully the trend of hat fashion and is accustomed to exercising his judgment of the evolution of public taste in dress must arrive at the conclusion that light colors in men's hats will strike the public fancy this Fall and meet with general approval.

"While the early orders placed on the road show a preponderance of black, blue, green and the new blue steel which constitutes over half the buying, yet it is a well known fact that these early orders are placed on the records of the past, whereas orders for the Fall should represent the styles that are to be rather than those that have been. We have had the blues, greens and steels, particularly the two first mentioned for years. When a man enters a retail store next September and asks for the latest style will the merchant show the same old blue or green? And if he does will the customer feel that such a hatter is up to date and will he consider that the stock represents the old fashioned or the new styles?

"In the large cities pearls have had just enough swing this Spring so that one is seen occasionally in public places, a little sprinkling here and there enough to turn the thoughts of the men on the street pearl hatwards and get them accustomed to pearl hats. This will bring light colors to the foreground, not necessarily pearls only but also the light colors in the khaki and whatever similar effects may be shown.

"The new khaki shades have been produced in a number of very beautiful effects that will undoubtedly meet with favor and still further promote the vogue for light colors. Black bands are the best trimming."

SMALLER CAPS DECIDED ON FOR SPRING, 1916

Conference of Manufacturers in Canada and the United States in Revolt at Present Large Sizes—Four Quarters in Place of Eight.

WE are able to anounce in this issue that a definite movement has been taken by the manufacturers of caps on this Continent in the direction of a smaller shape for next Spring than has been the custom for the past few years in Canada and the United States. This movement has taken definite form and a report made to The Review by one of the largest hat makers on the Continent, after a conference with a number of others, leads to the view that the big cap that will be so much in view in the coming Fall will very shortly see its last appearance. The introduction of the smaller shaped size for Spring 1916 will undoubtedly mean a corresponding reduction in the size of the cap for the Fall of the same year.

The situation was explained to The Review in this manner:—"There has been altogether too much running on the big shape on the part of manufacturers on this Continent. In Canada shapes run about 10½ to 11 inches across, which is not so bad, but in the United States they go as high as 13 inches. In England they average about 9½ to 10 inches,—very rarely an English hat is seen measuring 11 inches across. The result is that over here the manufacturers are putting out an article which is becoming too bulky and heavy and also too expensive for them to turn out at the price. They have now decided to revert to a much smaller size, such as was in vogue several years ago and you will find that all the new Spring caps for 1916 will be after the new and smaller model, much after the English fashion. There is another point that bears hard on the manufacturer here and which they are taking note of at these times when a rise in prices becomes difficult owing to general conditions, and that is that over here the cloth is cut to fit the final shape of the hat, whereas in England it is cut the same size all round and stretched to give the slight bulging effect. The Canadian and United States method of manufacturing makes it necessary to use much more cloth than the English way, although at the same time there is compensation for the appearance of the hat from the fact that it does not go back to the small size after wearing."

This is a most important development in the hat trade.

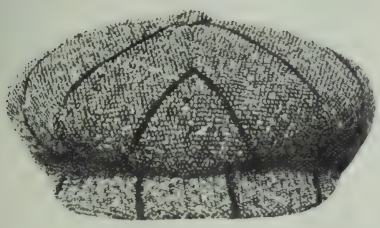
Travellers on the road now say that hat orders for Fall are good. The big shapes of course predominate and the makers have found some difficulty just as the suit manufacturers have in getting a supply of tweed and other cloths required and there has been of course a considerable advance to them in the cost of material. One manufacturer figures it out at an average of 25 per cent. from the thread to the buttons as there has been an advance practically in every item in the make-up of their caps. This advance has not gone into effect all over to this extent, in fact the increase in prices is very small, in some cases none has been made at all. A $12 line in one case has been increased to $13.50 and similar advances have been made in some other lines but for the most part the prices remain just about the same as last year.

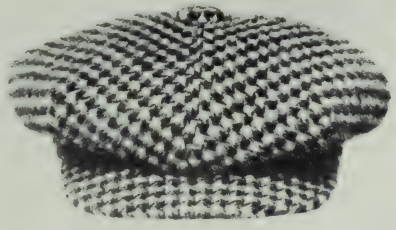
One of the tendencies seen in the new Fall lines which will continue into next Spring is to change eight-quarters to four, that is putting four pieces in the cap instead of eight. This it will be seen gives a much neater appearance to the hat as it is less cut up and allows the use of a bigger pattern which can be matched to better effect. On the other hand it is more expensive to make as there is more waste.

The demand continues strong in heavy tweeds, browns, and greys particularly. Black and whites are, of course, good. Checks and patterns remain good sellers as they have for the past year or so. High colors are strongly favored.

The inner band continues a strong feature of the Fall cap particularly those designed for Western wear, where they take the place to a great extent of the soft hat or stiff used in the East. In fact in many places they are much more common than either of these. An innovation that is being tried out and has taken well where the experiment has been brought before the public has been a change from a fur lining to one of wool. This is, of course, attached to the inner side of the band and when it is drawn down below the back of the cap it comes in contact with the back of the head, running nearly to the ears on either side. The argument in favor of the substitution is that it is more sanitary and better from the point of view both of the retailer and the public in that moths are said to show no preference for the wool but are very fond, of course, of the fur, and this has been one of the difficulties of keeping the stock in good shape, in retail stores. It is also a source of complaint of the wearer of the hat when he brings it forth after Summer storage.

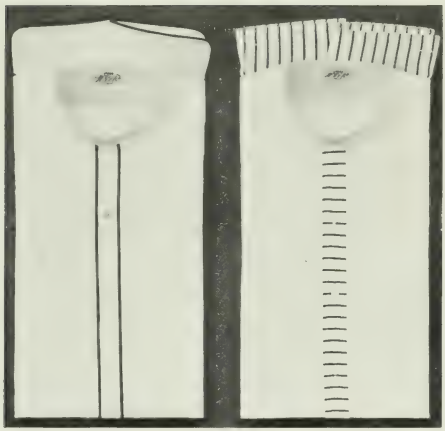
The outlook so far is very good for caps and an increased rather than a diminished sale is ensured for the Fall.





No. 1, of Balmacaan cloth, four quarters, inside band of wool, replacing fur, bright green and red silk lining. No. 2, of plush tweed, four quarters, leather binding inside. Shown by Cooper Cap Co.

COLLARS & SHIRTS



For late sorting orders. Meeting vogue for black and white. No. 1.—Black edging on placquet and on cuffs which are slightly rounded. No. 2.—Cross stripes on placquet and cuffs. Different widths of stripes are shown. Courtesy of Williams, Greene & Rome Co.

THE immediate call, says one manufacturer, is for silk shirts and combination silk and cotton. Several manufacturers agree that they have been very busy filling orders for these silks for Summer wear, and have never sold as many of this material before. A very popular shirt is the silk front with the cotton back, sleeves and body. This is in various colors and designs. Light blue, grey and some pinks—all inconspicuous shades—are the colorings. The design on the front is obscure in most cases, and hardly pronounced in any. A thin stripe in darker blue on blue, silver on grey and darker pink on pink, fairly far apart, is the prevailing thing. These shirts are for wear by men of all ages.

We hear that some firms are busy getting out a special line of shirts which are more suitable for younger men, who can easily wear a thing which is more colorful. These are not, however, as popular yet as the quieter lines.

Tucks, pleats and so on in colors have left us, for which—personally we are truly thankful. They had a good run, and one or two manufacturers over the line say that they are selling quite a number of the wider pleated shirts even yet. This is not so in Canada, however.

Silk Crepes.

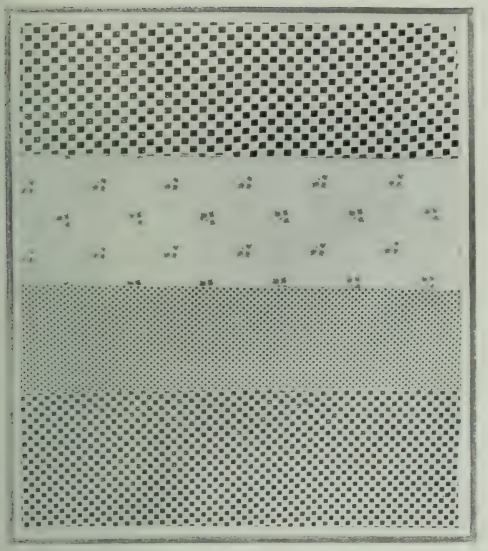
Perhaps the shirt of shirts for Summer wear, if one is to judge by the success with which retailers are handling them, is the silk crepe. These are of plain white in some cases, with bright stripes placed fairly far apart. Colorings are essentially soft: nice light blues and greens, with whites and creams prominent most of all. Patterns are unobtrusive. One shirt we liked very much has a little flowerlet design, sparsely set, on a cream background.

Soft Cuffs Refuse to go.

For all that fashion leaders have been breathing out threatenings and slaughters against soft cuffs they refuse to go. More orders have been taken for shirts with these cuffs this Spring and Summer than ever before. The newest thing is to have the outer leaf of the cuff cut away in a curve. Most, however, are still cut square and entirely double. Stiff shirts are predicted in some quarters for Fall wear, with soft cuffs second. But the latter are getting the business for Summer wear.

An exception to this is a line of rather novel shirts which we reproduce. The body of these shirts is of fine white cambric, made by a special process to imitate linen. In one case there is a black edging on the placquet and a slightly rounded cuff which, too, has the black edging. In the case of the other the placquet and cuffs, both, are striped by jet black, and the cuffs are square. The stripes are of different breadths and are different widths apart. The edging round the placquet is in several degrees of thickness. These shirts are a distinct novelty, and we hear from one or two retailers that they have already made a big hit. They are a reasonable and moderate price. The effect is very smart. They are Summer shirtings and have just gone to the trade.

A very comfortable model with neck that fastens in position shown or higher up, giving lots of play to the neck. Collar of sailor type. Shown by John Forsythe Co.



Three of these patterns show a rather startling innovation in checkerboard effect in black and white which is meeting with a lively response. The reproduction is considerably reduced. Shown by the John Forsythe Co.

The Sports Shirt.

In our last number we showed a sports shirt which was made in New York, and which was having big vogue south of the line. We reproduce here one made by a Canadian manufacturer that is a more comfortable outing shirt. It is proving very popular with the trade. The feature is a neat and yet comfortable collar, which may be fastened at either one of two points and which gives lots of play to the neck. It is an ideal shirt for sporting wear of any kind; tennis and boating enthusiasts will find it "the very thing." The cuffs are double.

BEST WAY TO WASH SILK SHIRTS.

A shirt manufacturer has issued the following directions to his customers:

"To Keep Silk White.—White silk need never be cleaned, but should be washed. It is true that unless you are careful it will turn yellow, but if the silk is washed as it should be it will stay quite white and new in color. In the first place, silk should never be allowed to become very soiled, for this will cause it to turn yellow. It should be washed in warm (not hot) water and castile soap. The silk should be well rinsed and dipped in blued water at the last. Care should be taken not to have the water too blue, but just enough to have the silk keep that new white shade. Hang it up until it is not quite dry, but dry enough to press nicely with a warm iron. If there are any grease spots powdered magnesia should be applied to the wrong side under a cold pressure. Leave it on for some hours and then rub off. If the spots are not quite gone, apply again. If this treatment is followed carefully there need be no complaints of the silk turning yellow."

NOVELTIES IN SHIRTS.

A well-known Montreal store is showing a silk-fronted shirt, with silk cuffs, and body of zephyr. These are offered at $2.90 up. The same firm is showing a shirt made from a crepe very similar to Japanese crepe, only porous, selling for two dollars. There is another of very fine mesh, with something like a Paisley stripe, and others with hairline stripes. This house has considerable faith in a plain white silk shirt, with reversible double cuffs, at $3.50. They have colors, but have gone in strong for white. Another line has a white body, with front and cuffs of soft pique, the bosom being pleated. Down the front there are six colored stripes, with one running horizontally along the cuffs. The stripes vary in color—lavender, black, green and tan. This retails for three dollars.

SHIRT PROSPECTS FOR FALL.

A buyer for one of the largest establishments for Canada returned the middle of May from a trip to some of the largest United States cities. After looking over the Fall lines of the Canadian and United States manufacturers he made the following statement to The Review: "The black and white stripes and checks are the only things away from the ordinary run for Fall. These it is reported are selling very well and the demand keeping constantly up and the probability is that it will throughout the whole of Winter. Mushrooms are reported very weak everywhere, that is in colored goods, and the white pleats are not selling nearly as well for dress wear as they did. The soft double cuffs are going quite as well as ever for the Fall but there is no sign of a slackening in interest."

CANADA'S TRADE IN GLOVES.

A U. S. consular report on the glove and mitten trade in Canada contains some interesting figures. Canada's consumption has reached $6,000,000, of which 60 per cent. is domestic and 40 per cent. imported. The number of factories here has increased from 27 in 1900 to 35, 21 being in Ontario and 14 in Quebec. Canada's imports for the years 1910, 1912 and 1914 were as follows, in the order of the years: From Great Britain, $810,524; $767,064; $1,211,407.

From France: $556,610; $460,837; $650,335.
Germany: $193,493; $255,258; $385,843.
United States: $279,896; $337,170; $324,727.
Italy: $15,455; $17,032; $75,723.
Austria-Hungary: $37,632; $18,452; $10,204.
Other Countries: $37,632; $18,453; $10,204.
Total, 1910: $1,924,754; 1912: $1,877,986; 1914: $2,720,522.

The growing popularity of lambskin gloves has been the cause of the large increase in the Italian and Austrian importations. Dress gloves of kid, Mocha, and suede come from France, England, and the United States in the order named. Some medium-grade kids and suedes are turned out by domestic manufacturers, but the great bulk of the dress-glove trade is supplied by the three last-named countries.

Since the outbreak of the war importations from Great Britain and France have diminished, and German and Austrian goods, or the present at least, have been eliminated. This new condition in the trade leaves a large deficit to be supplied by Canadian, American, and Italian manufacturers, and it is urged that American producers of these goods give this market early and careful consideration.

NECKWEAR

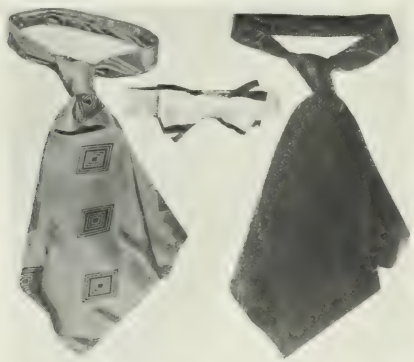
THE prospect at the time of going to press with this issue looks like a good sale of wash ties for this season. Some of the leading dealers who let them severely alone last Summer are laying in a fairly good stock and were looking forward to an active movement. These will take two distinct forms, one the old time tubular tie which is almost the aboriginal in washing ties, and the other made with the flowing ends just as is in vogue for other seasons of the year. Some retailers appear afraid to touch the wash silks that are being shown and still run on the narrow straight tie that they have for years past. Others, however, look upon the other, the derby, as the shape to which the public is accustomed and feel that they can place them more readily this year and that they will buy this large style in preference to the narrow one which is associated with the bow tie.

Different Pattern on Each Side.

In nearly every case, of course, the ground is white and some rather pretty and delicate shades are used in these wash silks. As a rule they are selling at 50c. The tubular ties are going, as before, at 35c and 50c. The majority, of course, are mercerized or pure silk. One firm is showing the tubular tie with two different patterns, one on each side, giving a change for the wearer which seems an idea that will attract favorable attention and result in extra sales. It would appear to be duplicating the value of the tie itself and the price is very reasonable, 35c.

There is a feeling in some quarters that if the tubular tie goes well this Summer an effort will be made to introduce it for Fall in the ordinary darker colors. It is pointed out if this were done the ties could be woven by machinery and cut up in lengths without the extra cost of having the edges bound by hand. The idea of this would be to get a tie which could be sold at 35c to meet the present demand for economy which is so strong in all directions among the buying public.

Wash silk ties. Shown by Tooke Bros.

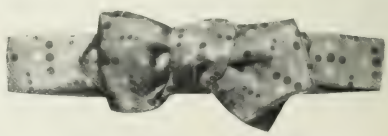


Samples of the exclusive lines of neckwear shown by Max Beauvais, Montreal. The one on the right has a small spot pattern that became merged with the dark ground.

The polka dot is again coming in strong and it has been featured both in Canada and the United States among some of the better class stores. Some of the dots are extraordinarily large, about $^3/_4$-inch across. The polka dot is always, of course, very popular in the bow tie and the vogue of the bow tie this year will undoubtedly increase its use in other types.

Regimental Colors.

Some imported ties are being shown by several dealers in regimental colors selling at $1 each. These are very attractive and the colors are run very closely to the shades of the regimental stripes. One firm is showing a window of a variety of these including the London Scottish, The Dublin Fusiliers, the 13th Hussars and so forth. Some cards are put in showing the uniform, in colors, of these regiments and it all helps out in popularizing the regimental stripe itself. A very neat ticket is also used in the same window with a border of dark and light grey with white centre, while down the edge on either side is a cut-out figure in colors of a soldier.



One of the new "rainbow" foulards which are proving a leader of summer wear. The colors are soft. Shown by Sterling Neckwear Co.

Odd Twists and Fancies in Men's Fashions

A NEW BELT has been put on the market with white stitching along the edge and white enamel on the buckle.

* * *

IN LONDON, HOSIERY and gloves are being shown in which are worked the flags of the allied nations, in natural colors.

* * *

This is an imported French silk tie, shown by Stanley & Bosworth. The check patterns are very large.

A new wash tie in tubular shape has been put on the market with flowing ends. This is intended to make a better showing in the window.

* * *

A NEW LINE OF FABRIC gloves has been brought out in which raveling is prevented by turning in both edges of the fingers in sewing.

* * *

SOME CANADIAN STORES are showing a leather belt with the wearer's initials in gold at the front, near the buckle. We think it will be popular.

* * *

A NEW SOFT COLLAR, a white mercerized Oxford, starched end band, has been brought out by Geo. P. Ide & Co. It is 3 inches in front, and 1¾ at the back.

* * *

A NICE LINE OF BOYS' JERSEYS in cashmere is on the market, buttoning at the shoulder, retailing at 95 cents. These are made in navy, brown, maroon, white and green.

* * *

A CERTAIN DEPARTMENT STORE, which does an immense trade in boys' furnishings, is expecting a shipment of boys' golf hose, with turnover tops. These have been very hard to get, and are expected to sell at 85c per pair almost as quickly as they come in.

* * *

CANADIANS ARE NOT PAYING very high prices for their canes this year. Good stores have the biggest call for a light Japanese wood and an ash cane, retailing for 75c. The time is a little early for them. When men have discarded their coats, there will be more sold.

* * *

LONDON SHOPS ARE SHOWING hosiery made to resemble the Union Jack and the flags of the Allies.

PALM BEACH TIES will have a big run this Summer. So far, the long, wide tie is the most popular, with a very small and neat pattern. A deeper shade of Palm Beach color with bright blue or green dots is a good seller too.

* * *

THERE ARE TO BE quite a lot of Panamas in fedora shape to be worn this Summer. An attractive model we have seen has a very curved brim, and a low, dented crown. The tendency in Panamas is to conformity with standard shapes of soft hats.

* * *

SOMETHING NEW IN COAT-HANGERS has been put on the market by the general supply factories, Chicago. The two ends of this hanger are curved so that the garment cannot slip off. This hanger was primarily designed for ladies' garments, but can be used for men's.

* * *

A REVERSIBLE COAT for boys has been brought out by a New York manufacturer. It is mackinaw on one side and corduroy on the other and the reversing can be done in a moment. The mackinaw side has two flap pockets and a cash pocket on left sleeve. The corduroy side has patch pockets, with storm tabs on sleeve. It comes in the following colors and combinations: Red and black mackinaw with brown corduroy, brown and black mackinaw with tan corduroy, and gray and black mackinaw with dark gray corduroy.

These are novelty summer hats shown by Whittle & Roman, Montreal: Madagascar straw so pliable that it can be worn any shape desired; fishing hat with sun protector; helmet of palm beach shade for outdoor sports.

ACCESSORIES

THE story is told in Montreal that just before the funeral of a prominent lady, a well-known judge called at a haberdasher's on the way, and ordered a pair of black silk gloves. The merchant was out of his size, and suggested that the judge take a pair of kid gloves. He expressed his sorrow, but insisted that he must have silk gloves, and would purchase them elsewhere.

That is simply an illustration of the tendency in men's gloves, and it is safe to say that the demand for silk gloves will be exceedingly heavy this Summer. It is figured that silk will be worn more and more every year, and the time is not far away when men will be wearing silk gloves more than do the other sex. It is really the ideal glove between the seasons of Spring and Fall.

Until now, the extensive vogue of the silk glove has been confined almost to the Province of Quebec, especially to the French-Canadians. We now find a big demand in Ontario and the West, a demand as big, if not bigger, than that in Quebec. It used to be that only the best stores in Montreal stocked silk gloves. Prior to 1900, the demand was mainly from old men, for whom a small stock was kept. Even lisle was asked for very little, and chamois was little known. One of the best sellers was a very light suede, or a tan light kid. Gradually the demand for silk and lisle began to grow, until to-day the big demand is for a silk glove—silk, because lisle is almost unobtainable. Even for funerals, as illustrated above, this is the glove. It will go on easily, is cool, and is removed quickly from a moistened hand.

As everybody knows, fabric gloves, which used to enjoy an enormous sale here in Summer, were made almost exclusively in Germany. Since the war began, attempts have been made to put Canadian-made goods on the market, with more or less success. The tendency has been to make the glove a little too heavy, and while it was all right for Spring or Fall, for Summer it was almost impossible. The lisle thread, as stated before, has become scarce too, leaving the field almost exclusively to silk, the supply of which, while not being heavy, is fairly good.

One of the best Montreal stores handling large quantities of gloves, and catering to the best trade, is selling two shades of gray, with plain and black backs, as well as black and tan. Silk gloves are being manufactured in Canada in black, with self backs, in grey with self and black embroidery, and in chamois color, with self and black backs. White, of course, is good at any time for dress. Tan at the present time is a dead shade. Silk gloves are being offered to the trade at $10.50, in any size, and in any shade.

GREY SILKS SELLING WELL.

Men's silk gloves are selling much better than they ever have and window space is being devoted to them. The grey silk is recognized as the leading Summer hand covering for men. Earlier in the season chamois and e amoisettes had some call and a few of these are still selling. A few of the haberdashers are showing silks in putty shades for men, but these, like the white silks for men, do not appear to catch the masculine fancy. Others report a biscuit shade as a fair seller.

THE RAW SKIN MARKET.

The business passing in gloving chamois is improving, as the demand is very good from glovers for all their popular selections, writes the London correspondent of The Glovers' Review. As split sheep linings are, however, very limited in supply, prices are very firm, with sellers in a strong position. Splitters are in an awkward position, as there is no demand from the Continent for tanned skivers, and few dressers care to split pelts for the linings alone, even if the demand for skivers should improve in the future which at time of writing looks unlikely.

The position in regard to raw skins remains much as last reported. On the whole prices are a shade firmer, as supplies from several countries of supply are unobtainable. As regards Cape sheepskins, there are quite sufficient supplies in the country of origin for glovers' requirements, but the difficulty in transport is very great, to say nothing of the enormously enhanced cost of freight. Importers complain very much of the difficulties they have to encounter, as in addition to the risks they run from submarine destruction, there are all sorts of official restrictions in connection with importing skins, etc., which make their position one of extreme anxiety.

As may be expected, the supplies of skins from the Near East have been stopped almost altogether for some time; the bombardment of the Dardanelle forts and the landing of the allied troops have, however, improved the outlook, and once the traffic of the Dardanelles is resumed, it is hoped there will be a plentiful supply of Kasan skins which our gloves are awaiting to use in conjunction with Cape skins.

As regards Continental news, there is little arriving in this country; the French factories are doing very little, and it is impossible to get any regular deliveries of handwear no matter what price is paid. In Germany much the same state of affairs prevails, and in many cases I hear business is at a standstill, owing to the poor domestic demand and lack of export orders.

IVORY COLLAR BUTTONS.

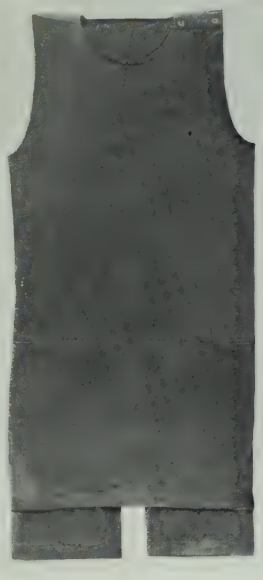
There is very little new being offered in jewelry. One store has an ivory collar button. That for the back of the shirt has a short shank, with a large back, and a rather smaller flat head. The front button has a longer shank. They are made from one piece, are solid, and especially suitable for Summer, as they leave no marks. The cost is fifteen cents each.

KNITTED GOODS

DURING the past month advances have taken place in the price of many lines of woolen hosiery, and difficulty is being experienced in securing supplies. A large wholesaler tried to place an order for 100 doz. pairs which he had been selling to the trade for $3.25 per doz., and found that they would cost him that figure to buy them himself. Cashmeres and worsteds are hit the worst; in fact, it is almost impossible to buy worsteds at all.

Difficulty is experienced in securing golf hose, a line which is made in England. The wholesaler referred to above sold out his last pair early in May, and it is hard to get further shipments owing to the scarcity and high prices of yarn. Samples were called in from travellers on the road for this reason. This is a line which sells the whole year 'round, but is particularly popular for Fall, being used for skiing, tobogganning and skating.

Golf hose is coming into favor more and more. Ten years ago, there were as many as twenty-five lines of golf hose offered to the trade, but the demand fell off to such an extent, they were dropped by the trade altogether. Four years ago they were taken up again and the demand has crept up gradually, until to-day it is heavy.



One-piece bathing suit with skirt. Shown by Matthews, Towers & Co.

Silk socks are not likely to any great extent to take the place of other lines, as they are not so durable. It is likely that the higher prices will be paid for cashmere. Fortunately both lisle and cotton hosiery are fairly plentiful, and prices are no higher than they were a year ago.

White socks are still holding their own, and the demand is expected to be as plentiful this year. Medium lines of cashmere will probably be missing altogether. Canadian manufacturers have difficulty in filling orders.

WHAT OF 1916?

Government May Go on Filling up Reserves Long After War Ends—Some Doubt as to Fall Delivery.

"IF any one can give us the faintest idea of what the hosiery situation for the Spring of 1916 will be, we will class him as a prophet or more than a prophet," was the statement of one of the largest hosiery buyers in Canada to The Review in discussing the prospects for this and other similar articles where the much wanted woolen yarns form the starting factor both in regard to the supply and the price.

"We know pretty well where we are up to for the Fall, at least so far as prices are concerned," he went on. "Our orders have all been given and accepted, in so far as anyone can accept orders for woolen goods for Fall delivery. We look forward to the delivery but we are not at all sure. Anything might happen. The prices are advanced on a number of lines, but so far as selling the public is concerned we will make advances generally where we have been compelled to pay higher prices, but on certain lines that we are well known for and have a fixed price in the past we will keep down our goods to that price even if it means a loss of money. We will not be in bad shape if deliveries are made of a fairly large proportion of the stuff we have already contracted for.

Scarcity After War Ends.

"Matters are in a very bad state so far as the supply of yarn is concerned and there seems little prospect of any improvement within the next year. Some people have the idea that if the war were to close early this Fall matters would resume a normal condition again and supplies of yarn would be available for the regular purposes to which it has been put. But there is no guarantee of that. The reason for the scarcity of yarn now is the abnormal demand which is made upon it by the War Office and it is likely even if the war ended this Fall that the Government would go on with its orders until a full reserve stock was on hand."

DRYING SILK HOSIERY.

A manufacturer has sent out the following warning:

"The way silk hose is hung out to dry often causes injuries that look as though they might be due to poor dyes and defective quality. When a customer brings back colored hose with queer looking streaks, running lengthwise, you may know that while wet the stockings have been hung in bright sunlight—and faded. The same would happen to almost any fabric treated that way. Therefore, caution customers against hanging wet hose to dry in bright sunlight.

"Then, occasionally, the hose is returned with quere shaped holes that could not be caused by wear. Many such are due to the use of rough clothespins.

CARDWRITING MADE EASY

by

R. T. D. Edwards

LESSON NO. 5.

AT the outset I wish to impress upon followers of this course the utmost importance of mastering last month's lesson before proceeding with this one. Have you secured your brushes and proper materials as advised to do the work? If you have not then you are just one month behind. I would strongly urge you to hurry. Don't think that because these lessons are free, you can let one slip by and start in on the next. This can be done in a way, but it is not advisable. If you do this you are losing an important part of some alphabet or figure work which links one lesson to another.

In other words, if you wish to make a complete success of this course, the lessons should be treated as if you were paying a high price for them. Your brushes should be of the highest quality sable. The camel hair variety is of no use for water color work. Be sure you get an over-abundance of supplies and do not get tools not advised in these lessons. There are many agents traveling from town to town with devices for making show cards quickly, the manipulation of which need no experience. My advice is keep your hand on your money. You may have been "stung" already, but this is just a tip for the future.

See Figure 1 of last month's article for illustration of brushes.

Chart 5.

In the chart shown this month we have a continuation of last month's brush stroke square face lettering. These letters go hand in hand with the figures of that issue.

Each stroke is just one sweep of the brush and must be made with a free arm movement. There are many old-fashioned card writers who work with their right hand resting on their elbow, but this method has long been discarded by modern card writers, and should not be used.

There is one thing to be remembered while studying card writing, and that is not to lay too much stress on accuracy. The main thing is to work for effect. Try to keep your cards from the "set" appearance given by type. Allow them a free and easy appearance. Remember that your work is not going to be criticized as a work of art but for its selling and trade drawing value.

You will note in a good many of my illustrations letters that are not perfect but have that free and easy show card appearance.

To begin practice lay out a half sheet of cardboard with guide lines one and one-half to two inches apart, according to the size of the brush you are using. Practise and re-practise many times the exercises and letters shown in the chart.

Fig. No. 2 illustrates the method for practice work.

Fig. No. 3 gives the correct position of the hand while holding the brush.

The Chart.

The "A" is a six-stroke letter. Care should be taken to get both sides of the same slant. Note the position of stroke three.

Stroke three of "B" is placed above the centre of the letter. This is not a necessity, but gives it a more show card appearance than if it were placed exactly between the two guide lines. Note where the small cross bars indicate the joins of the strokes.

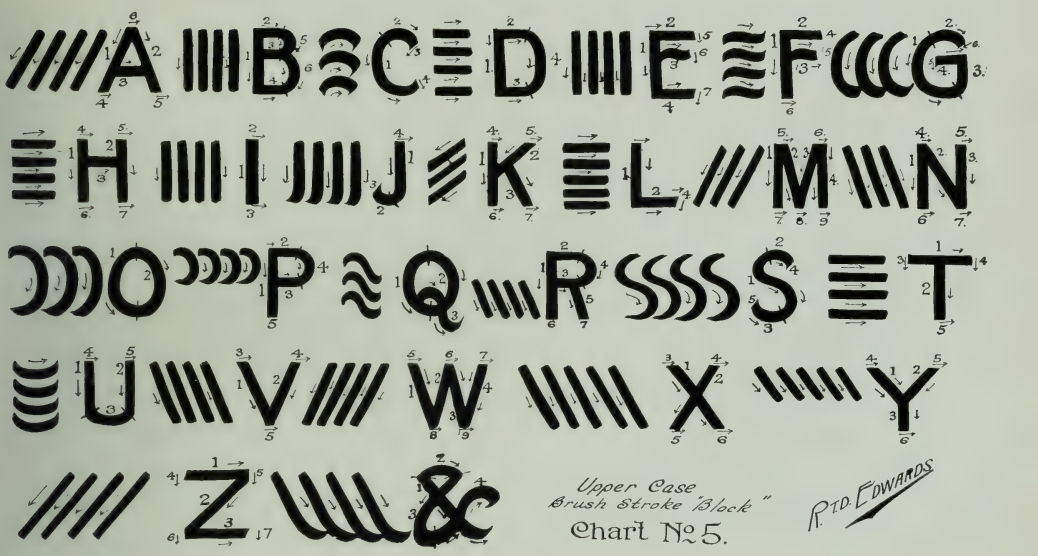
Practice Exercises
Fig. 2.

This illustration shows how to conduct the practice exercises.

The "C" is composed of two main strokes. They must be made quickly as should all oval letters or curved strokes. The "D" is made with four strokes. Note where stroke four joins two and three.

Stroke three in "E" and "F" is curved. This is not necessary but it takes away their plain appearance. It can also be made straight.

A whole half sheet of cardboard is not too much to waste



How these letters are made is explained fully in this article.

on the exercises before the "G." This stroke is used in the construction of several letters on this chart. Stroke three of the "H" must be kept parallel with both guide lines. The "I" is simple, must be made absolutely at right angles with the guide lines. The "J" has two main strokes.

Stroke one must curve before it comes in contact with the lower guide line.

The second stroke of the "K" is made by drawing the brush in either direction. This is just a matter of which ever comes easier to the student. I make it both ways myself.

The "L" has two main strokes. Slant the end stroke two as shown. Care should be taken to have the slant stroke of the "m" to join as nearly as possible in the centre of the two uprights on either sides.

Practise this letter many times. The strokes one and three should not be as far apart as the corresponding ones of the "m."

Only Two Strokes to the "O."

The "O" is the only two strokes letter in this alphabet. This letter cannot be practised too much. The strokes must be made quickly after they are begun. Note where the joins are. Remember that where the joins are shown it does not mean that the brush must stop abruptly at that point. In order to hide the joins it is necessary to overlap each stroke. The "P's" formation is similar to that of the "B." The difference is that the centre stroke comes exactly in the centre instead of nearer the top, as in the "B."

A finished show card which the student should now be able to make.

The tail of the "Q" is made with one stroke and with practice does not need a finishing stroke on the end. The rest of the letter is the same as the "O."

The "R" is the same formation as the "P" with stroke five added.

The "S" seems to give the beginner the most trouble of all. There are three main strokes in it. The top of the letter is slightly smaller than the bottom. This letter should be practised many times. The preceding exercise is very beneficial to the beginner. Stroke two of "T" should meet that of stroke one squarely in the centre.

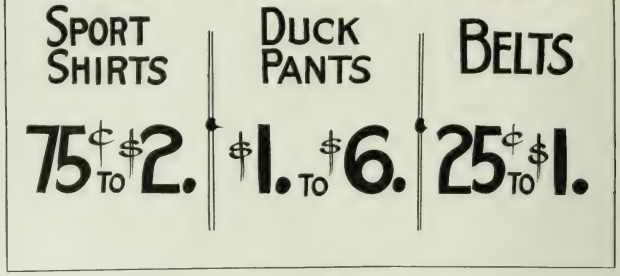
The strokes one and two of the "U" should stop about an eighth of an inch above the lower guide line in order to let stroke three curve up at each end and still rest on the lower guide line. Strokes one and two of the "V" are similar to those of the "A," only reversed. The "W" is two "V's" put together. Both sides should be of the same angle. The two main strokes of the "X" should cross as near the centre as possible. Strokes one and two of the "Y" should meet stroke three at equal distance between the guide lines. The "Z" will need a lot of practice. The slant stroke should specially be gone over often.

This is only one of the many designs of "&" that are popular with card writers. The finishing strokes should not over-run the width of the main strokes. The arrows indicate the direction in which to draw the brush.

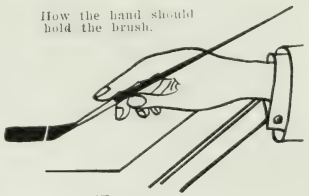
The accompanying finished cards illustrate this and last month's lesson.

Cleanliness of the Show Card.

There are many little things which a beginner has to be careful of while learning to write cards, and most of them are found out by experience. Here is one which some think should be left to a person's own common-sense; but I'm sure that a little time spent on it is not lost as it results in less work for you and less expense for the store in which you are employed. It is the cleanliness of the show card. It is often a great surprise to me, when I go into an exceedingly clean, well-fitted store, to note show cards or price tickets soiled from finger marks or dust stained from long usage. The reason why these cards are left up has always been a mystery to me. There is just as much sense in a merchant or clerk wearing a dirty collar as there is of having a soiled ticket up for the public to see. These cards should be cleaned up if possible, and if that cannot be done, replaced with new ones. There are several kinds of rubber used for cleaning marks of cards but few if any will take a finger mark off completely owing to its oily nature. The best method for the removal of these disfigurements I know is by using dry pumice stone. This, when rubbed on with a clean cheese cloth, will remove the spots successfully. It should always be kept in a flat wooden or cardboard box that is easily gotten into.



A completed card that will soon be appropriate.

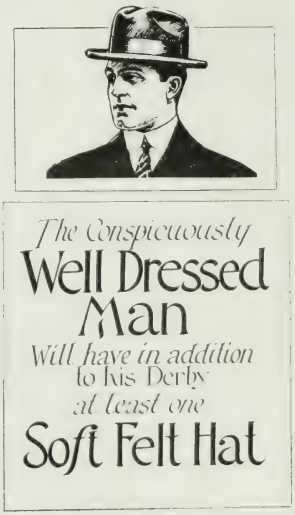


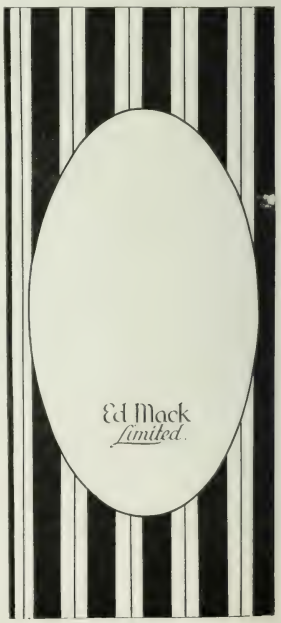
How the hand should hold the brush.

Fig. 3.

Rub lightly until the spot is removed. By using this you can save many dollars' worth of tickets in a lifetime, and it makes the cards almost as good as new.

There are many other kinds of stains which mar the appearance of a show card and that cannot be removed successfully. This card should then be destroyed.



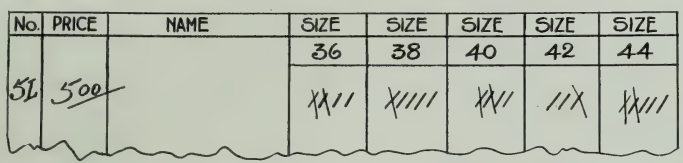


FROM MEN'S WEAR STORES.
Nos. 1 and 3 are cards that would attract attention in any window and are particularly adapted to the present rage for black and white. Suitable wording in blue inside. No. 3 used by Dineen's.

DO YOU KNOW WHAT STOCKS YOU HAVE?

A Simple and Efficient System Used in a Woodstock Men's Wear Store—Quickness in Ascertaining When New Stock is Necessary.

WHAT is the extent of your stock? How many sweater coats have you? How long does it take you to find out just how many hats, size 6¾ you have in stock? How much or how little trouble is it to you to find out when you are running short of underwear?



Handy stock card in Woodstock store.

All these rambling, haphazard questions and a score of others are intimately relevant to the successful conduct of a men's wear store. One of the most important parts of making a men's wear business pay you a profit is the system employed in keeping tab on the stock.

When The Review was in Western Ontario the other day we came across a good system for keeping check on stock by means of a supplementary stock book. This is kept by the genial head of the Men's Wear Department of the John White Store, of Woodstock. He claims that he can tell by a reference to this supplementary stock book exactly the number of sweater coats, hats or whatever the case may be, which are in stock, as apart from those in the department shelves, or in the window.

The best way of grasping this system—which is not urged as a new or novel thing at all, but simply a very useful method—is by looking at the drawing which is on this page. That shows at a glance the system in its working. But in brief it is this:

A page is given to each manufacturer. In this case we are taking a manufacturer of sweater coats. Everything relevant to this manufacturer and his goods is entered upon this page. The number, the size, the name of the brand—if it has one; the price, and any other particulars.

Then the number of sweater coats in stock is indicated not by the single digit, as 9 or 7 or 5 as the case may be. It is shown by a series of strokes, one for each This is indicated in the drawing herewith. The number of upright strokes tells the salesman exactly how many sweater coats of any and every size he has in his stock room, at any given moment.

Then, each time a sweater coat, or a number of sweater coats, are moved from the stock on to the department shelves or into the window, the one who takes them from stock marks them off in the book by crossing the upright line by a diagonal. This is shown also on this page.

Then the salesman, when he wants to find out whether or not his stock is getting low, or just how it does stand, has but to go through his pages, and he can see at a glance the number of upright strokes still unerossed. That is the number of sweater coats he has in stock.

An important point about such a system is that the stock book is not only numbered as to pages, but is also indexed. This is obviously very important. A book of this sort without an index is like a ship without a rudder.

Note that the diagonal line does not indicate that a certain sweater coat is sold. It simply tells that it has been moved from the reserve stock into the usable, saleable stock, either on the shelves or the window. But for the purpose of reserve it is then looked upon as sold. It has gone from the reserve, even though it has not yet gone actually out of the store.

The system is very simple, but its simplicity is its forte. A more intricate method might not be half so serviceable.

A TWO-DOLLAR HAT POLICY.

THE question of the standardization of the $2 hat is coming up again for discussion. An important store in Toronto is selling its new Spring hats at $2. This is the same grade of hat that has always fetched $2.50 heretofore. Moreover, the price of $2 is an opening price. These goods were put out right at the beginning of the season for $2.

This looks like creating a precedent. It is something new for Toronto. We have been used, from time immemorial, to the $2 hat when it is one that has been reduced and was originally $2.50 or $3. But for the first time a prominent hat man has put out his new Spring stuff at a first price of $2. What does it mean?

A visit to this store was made to find out what it meant. Was it a change in policy? Hereafter would the dealer start his new lines going at $2, thus committing himself definitely to his price?

He was very definite about it.

"This," he said, "is not creating a new standard. I am not, by putting out these fedoras and Christies at $2 committing myself to the $2 hat. I have done it to try it out. I did the same thing, though not perhaps so publicly, in the Fall. I want to see the comparative results; to find out whether my business would pay better or worse if I were a $2 hat man."

"But these are all new Spring hats?" we suggested.

"Absolutely. These same lines I have sold season after season for $2.50."

"Is this a war measure?"

"Partly—yes. There is no doubt that the public needs tempting this year. All of us retailers have to devise special ways to get the business. The average man is not buying as readily as he was before the war. Well, other retailers have to meet the exigency. If a man requires some tempting it's up to the retailer to tempt him."

"I am figuring it on this basis," said this dealer, "by putting out this new stuff at $2 I figure I can sell three hats for every two I would sell at $2.50. That is, assuming that the price I pay for the hats is the same, whether I sell at $2 or $2.50, I am getting in money $6 for three hats in the same time that I would be getting $5 for two. In the aggregate, that turnover will be considerable, and while the profit isn't as much on each of the three individual hats at $2 as it is on each of the two at $2.50, the extra number I sell at the low price makes up the difference.

OF A PERSONAL NATURE

AMONG the businesses hit most seriously by the Lusitania disaster were those of dry goods and haberdashery. The bulk of the Canadian dry goods buyers traveling on this vessel were from Toronto. But several were from Montreal, Hamilton and other cities.

* * *

Men's wear was represented on the vessel by representatives of three of the largest hat firms in Montreal. Two of these escaped, but the other, Duncan Stewart, representing James Coristine & Co., evidently was lost, as his name has not yet appeared on the list of survivors. Those who escaped were A. T. Matthews, buyer for the Redmond Co., Ltd., and R. L. Taylor, buyer for Boulter-Waugh, Ltd.

* * *

Duncan Stewart's tragic end will be deplored by the whole of the trade, for he was well known and respected as a man of sterling character not only in the hat trade, but by a wide circle of friends in Montreal and other Canadian cities. He was married, and had three children.

Duncan Stewart has been connected with James Coristine & Co. for a year, replacing the late John Sandham, who died last Fall, as buyer. Formerly he was on the road for this firm, covering the Ottawa Valley and Northern Ontario. Prior to joining the staff of James Coristine & Co., he was connected with several Montreal houses.

* * *

The other two hat buyers appear to have had narrow escapes. Mr. Taylor, of Boulter-Waugh Ltd., Montreal, got away in the last boat launched, which was almost struck by the Lusitania funnels when the vessel heeled over. He was thrown into the water, but was rescued again. A despatch states that Mr. Taylor saw the periscope of a submarine six lengths away from the boat in which he was rescued.

* * *

Another men's wear representative who narrowly escaped was Allan Barnes, a former member of Tooke Bros. staff, who was rescued in an exhausted condition. He recovered sufficiently to be transferred to London.

* * *

The clothing business was represented on the list of those saved by Joseph Levinson, a member of the firm of S. Levinson, Son & Co., 311 Notre Dame street, Montreal, who was on a buying trip. Robinson Pirie, buyer for Sandford's, Hamilton, Ont., was also on board, and was among those who escaped.

* * *

Among the victims of the Lusitania was Mr. George R. Copping, president of The Reliance Knitting Co., Toronto, and connected with a number of other industrials. Mr. Copping was going over in connection with war orders in knit goods and was accompanied by his wife, who had expressed anxiety over his going over alone, owing to the submarines. Definite word of the loss of Mr. and Mrs. Copping was cabled by Mr. A. R. Clarke, the well-known manufacturer, who himself had a hard fight in the wreckage for safety.

The late Mr. Copping was once connected with Dominion Textile Co. and was vice-president of Canadian Converters. Five years ago he associated himself with the Weldons in the paper manufacturing business and as a director of the Provincial Paper Mills Co., managed the Barber Mills in Georgetown. He was also president of the Brinton Carpet Co. of Peterborough, and had a manufacturers' agency in Toronto in men's wear, operated chiefly by his son, Mr. Norman Copping. A second son, Russell, is in the Peterborough works.

The late Mr. George R. Copping, president of the Reliance Knitting Co., who lost his life on the Lusitania.

Mr. Copping for all his business activities believed thoroughly in recreation, and was a popular member of the Royal Canadian Yacht Club, the Granites Bowling Club, the Mississauga Golf Club, as well as a motorist. The body was recovered and will be brought home for burial.

* * *

The Peabody Overall Co. of Walkerville has been given an order for 200,000 pairs of khaki wool serge pants for the British War Office.

* * *

H. E. Burdick, manager of the R. J. Tooke store, 493 St. Catherine St. West, Montreal, has severed his connection with the firm, and has been succeeded by S. Meltzer.

* * *

H. W. Kerr, who has been in charge of the oldest store of R. J. Tooke, at 177 St. James street, Montreal, has been placed in charge of the new store on the same street.

* * *

The Toronto Clothing Store, Richmond, Que., moved on May 1 into the R. E. Dyson block.

* * *

A new men's furnishing store has been opened in Peterborough, by Mr. Wellwood.

* * *

Scotland Woollen Mills have opened a branch in St. Thomas.

* * *

A. E. Henderson, St. John, N.B., has opened up a men's suit and overcoat store, both in custom tailoring and ready-mades. The cabinets and other fixtures are of mahogany and the store presents a fine appearance.

The St. Lawrence Political Association of Montreal, has nominated Mr. A. Harry Wolfe, maker of military caps, etc., as an independent candidate for the Cartier division. Mr. Wolfe has had valuable political experience before. When living in Toronto he was a member of the Committee of the South and Centre Toronto Conservative Club, and during the last Federal election was chairman of St. George's Ward Association of Ottawa. For nine years he served in the Canadian Medical Corps and Canadian Field Battery.

* * *

The Montreal Custom Tailors have opened a store for men's and ladies' wear in the Carman block, Regina, Sask.

* * *

Mr. A. D. Farrah, of Newcastle, N.B., who is doing business under the name A. D. Farrah & Co., intends carrying on a clothing business under his own name.

* * *

Mr. W. A. Storey, president of the glove manufacturing firm of W. H. Storey & Son, Acton,—the Canada Glove Works—has disposed of his interest to H. T. Arnold & Son, Georgetown.

• • •

The Penman knitting mill at Thorold re-opened on May 10.

• • •

Gordon F. Thorp, men's wear dealer, Estevan, Man., was united in marriage to Miss A. H. Baird, daughter of Col. Baird, of Elm Creek.

• • •

George McLeod of Calgary, is enlarging his men's wear store in order to handle the increase in his business.

* * *

Pte. Harold Meredith, 48th Highlanders, Toronto, tailor on Bloor street, was wounded at the front.

* * *

Dugald Campbell has been appointed secretary of the Dominion Commercial Travelers' Association in succession to the late H. W. Wadsworth. He was for many years Mr. Wadsworth's assistant.

* * *

Wm. Nickell & Son have opened a new men's furnishing store in Sarnia, Ont.

• • •

Glass & Lyons, men's furnishers, Deloraine, Man., have dissolved partnership, Mr. R. R. Lyons continuing.

• • •

Douglas C. Macaulay, who was with his father in the men's furnishings business in St. John, N.B., died after only a few days' illness of pneumonia.

• • •

A vandal mystery has drawn out an offer of $300 reward from Mr. Frank Burton, the King Street tailor, Toronto. His workshop was entered and 30 suits and 12 military overcoats cut to ribbons. These were soaked in oil and the gas jets left on. The net loss was $1,000.

• • •

Mr. W. C. Hunter has purchased the entire stock of Hunter Bros., Limited, clothiers and furnishers, Barrie, Ont.

* * *

Mr. Milton Reynolds, Wheatley, Ont., has bought the men's wear business of Mr. F. J. Godfree.

Murray & Michaud, clothing manufacturers, Montreal, have been succeeded by Michaud & Scovil, James Scovil and J. E. Ouimet, who were formerly associated with the company, becoming partners with L. E. Michaud. The business will be carried on as usual, manufacturing high-class clothes.

* * *

The E. J. Von Gal Hat Co. has just been reorganized with John Dawson as president. The plant at Niagara Falls, Ont., that has been closed for some months is expected to resume shortly, on orders that will keep it going for months.

* * *

Henry Marks has taken over the business formerly conducted by Spencer, Murray and Co., 190 St. James street, Montreal.

* * *

Clinton last one of its most valued residents in the recent death of Mr. Thomas Jackson, Sr., in his eighty-fourth year. Mr. Jackson carried on a tailoring and clothing business in Clinton for over thirty years. On his retirement his sons took over the business and have conducted it since under the name of the Jackson Manufacturing Co. The late Mr. Jackson was elected Mayor for four years, 1900, 1901, 1902 and 1903 and served as councillor for five years in addition.

* * *

A burglar operated on Craig Street, Montreal, early in May, and made a clean get-away. The last place he called at was E. Aboud's haberdashery, jewelry and shoe store, 131 Craig St. West. He secured $600 worth of stock, choosing some of it from a window fronting on Craig Street.

* * *

A Montreal hatter, who has gone to great expense in securing a stock of Summer hats, among them being several especially suited to outdoor sports, has decided to secure a small canoe, and a boy holding a fishing rod, as a setting for his display of hats. This he will display towards the end of May—just about the time when vacations begin.

* * *

The town of Walkerville has passed a by-law requiring tailor, dry goods, jewelry, boot and shoe and meat shops to close at 7 p.m. except Saturdays.

WITH OUR ADVERTISERS

From Information Supplied by Sellers, But for Which the Editors of The Review Do Not Necessarily Hold Themselves Responsible.

With the Summer season comes an increased sale for garters, and wide-awake retailers will do well to anticipate this demand. A garter to be satisfactory must stand the strain of a season, at least. Recognizing this, The Arrow Garter Co., of 314 Notre Dame St. W., Montreal, are putting out a new garter under "The Arrow Brand," made of heavier webb than usually employed, and finished with specially constructed buckles, etc., an unqualified guarantee going with every pair, to the absolute protection of the dealer. These are being sold at war time prices, which allow a very comfortable profit. Arrow garters are made in Canada, and already are being sold in many of the leading men's wear stores.

The Men's Wear Review Chart of Correct Dress for all Occasions.

DAY WEAR.

OCCASION.	COAT	WAISTCOAT	TROUSERS	HAT	SHIRT AND CUFFS	COLLAR	TIE	GLOVES	HOSE	BOOTS AND SHOES	OVER-COAT	ET CETRAS
BUSINESS, LOUNGE AND MORNING WEAR	Single or double-breasted jacket or cut-away plain or braided	To match coat, or of fancy fabric cut high or else double-breasted with long roll.	Like jacket or in case of cut-away coat, striped grey	Black or pearl derby or green or grey soft.	White or colored negligee; plain or pleated	White wing or double fold	Four-in-hand Ascot, or bat-wing	Yellow, grey or chamois or red or tan kid	Cotton, lisle or silk, black or subdued colors	Black or brown, high or low, plain or fancy uppers, black low patents with white or light spats	Chesterfield loose or form-fitting; grey or black	Single pearl, gold or jeweled links, gold chain, light weight cane.
MOTORING, GOLF, GENERAL SPORTING, COUNTRY	Norfolk or jacket in grey, green or brown tweed	To match coat or fancy fabric	Same as suit or flannel; knicker-bockers with strap and buckle, knicker-bocker breeches	Cloth, felt, Alpine cap	Negligee; soft cuffs.	Soft, cutaway, or fastened or kerchief	Four-in hand, or sailors knot or stock	Yellow chamois or special sporting	Wool stockings plain or fancy tops or puttees	Brown low oxegies or boots, leggings	Raglan loose-fitting or cape	Plain gold bar pin
WEDDING, MATINEE, CALLS, RECEPTIONS AND GENERAL AFTERNOON WEAR	Cut-away or frock, s. or d., breasted, black or grey, braided or plain.	Same as coat, s. or d. breasted, high, or fancy double breasted low	To match coat or grey striped worsted	High silk	Stiff or pleated white: Stiff cuffs: Plain or fancy	Wing or poke	Ascot or four-in-hand to match gloves	Buck, tan or white, or pearl grey suede	Black or dark colored silk, plain	Patent leather or dull calf (black) lace; plain tops	Frock, s.b, or black Chesterfield	Pearl or opal or diamond pin; gold chain: plain gold links

EVENING WEAR.

EVENING, WEDDING, BALL, THEATRE, FORMAL OCCASIONS.	Evening tail coat, facings of satin.	White s. or d.b. of pique or linen, black or grey fancy silk	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, two studs showing	Poke or wing	Butterfly, with round or straight ends, plain white or small pique pattern	Plain white glace kid or white suede white cape for theatre	Black, grey or deep blue silk or other subdued color	Patent leather ties, or patent leather pumps	Frock, Chesterfield or Inverness in dark blue or black	Pearl or moonstone links and studs platinum bar chain
INFORMAL DINNER OR DANCE, STAG DINNER AT HOME, ETC.	Evening Jacket, s. or d. breasted, black.	Same as above — white, black or grey	Same as above	High silk or Alpine plush	As above or, for Summer, soft pleated bosom	Same as above	Same as above in black	White back	Same as above	Same as above	Same as above	Same as above

Feature Number 9

and it's not the least important feature either, but is the direct and unvarying result of the others combined.

When you feature KANT KRACK

—the collar that wears almost double as long as any other collar

you are paving the way for continued profitable business, for every collar gives absolute satisfaction to the wearer.

KANT KRACK coated linen collar has several features that are exclusive to itself; among others, the flexible lip, the long slit over the back buttonhole, the reinforced back buttonhole, the cemented and riveted flexible lip, etc.

KANT KRACK *are made in "one grade only and that the best," but in all styles.*

Which fact means easier selling and less stock. Try them, as we guarantee absolute satisfaction to your customers and stand back of it.

Sold Direct to the Trade.

KANT KRACK

FEATURES

The heavy flexible lip.

Cemented and riveted lip.

The long slit over back buttonhole.

The reinforced back buttonhole.

Waterproof but odorless.

Cleaned easily and quickly without cost.

Made of fine waterproof coated linen.

Made in Canada by expert Canadian workmen.

Try one on the absolute guarantee of the makers. "We stand back of it."

The Parsons *and* Parsons Canadian Co.

HAMILTON, CANADA

ARROW
PAD GARTER

MADE IN CANADA

¶ Unbeatable prices on guaranteed garters

Every pair of **Arrow Pad Garters** is guaranteed to be absolutely perfect without defect in the making and to be made of the best materials obtainable.

If a pair for any reason is not found to be as we claim it will be replaced.

We make full line of arm bands.

Send a small trial order to-day.

¶ **No. 386. Price only $24 per gross. Made of ¾ cable webb and moire top. Rubber protected button.**

No. 396. $25.50 per gross. Made of ⅞ cable webb and silk top. Rubber protected button.

No. 375. $45 per gross. Made of ¾ silk cable and silk top. Rubber protected button.

Arrow Garter Mfg. Co.

314 Notre Dame St. West, Montreal

"Craftana"

Registered No 26240

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP,* it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR,* and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET,* making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

They're Made Strong

and of the best materials that the money can buy. Parents everywhere are pleased with

POOLE'S Paragon PANTS

A boys' trade built with them as a foundation is a growing one. They are made in all the best styles for boys, from selected British materials, and finished perfectly. Every part is strong and resists the over-vigorous boy.

Samples will be sent on request.

We specialize on men's and boys' pants.

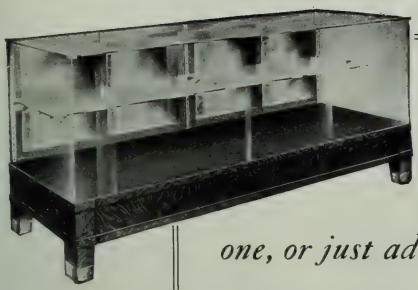
All Styles

GEO. C. POOLE & CO.

Successors to the
ANDREW DARLING COMPANY, Limited
DARLING BUILDING. TORONTO

One dollar a year is all it costs to have this publication sent to you for one year.

Can you think of any way of spending that dollar to better advantage?



Thinking—

of fitting out a new store, remodelling and refitting your old one, or just adding a few more modern fixtures?

No matter of which you are thinking of, or planning on doing, why not call in expert advice when it costs nothing?

If you have a present or future problem in store fitting to solve, we will be pleased to assist you through our service department.

We are specialists in store fitting, why not ask our advice?—Write to-day.

THE WALKER BIN & STORE FIXTURE COMPANY, LIMITED

BERLIN, ONTARIO

WESTERN AGENCIES: Vancouver—R. J. Borland, Room 611, Northwest Trust Bldg.; **Edmonton**—Edmonton Specialties Company, 113 Howard Ave.; **Saskatoon**—North West Specialty Company; **Winnipeg**—Watson & Truesdale, 120 Lombard St.
EASTERN AGENCIES: Ottawa, Ont.—Geo. Cameron, 414 Gilmour St.; **Montreal, Que.**—W. S. Silcock, 33 St. Nicholas St.; **St. John, N.B.**—R. R. Rankine, 110 Carmarthen St.

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Military Uniforms, Headwear and Equipment

Officers' Khaki

CAPS, HELMETS, GLENGARRYS, SWORDS, BELTS, BUTTONS, BADGES and TRIMMINGS, etc., etc., FOR ALL RANKS, Carried in Stock

Write or Wire for Catalogue

GET AFTER BUSINESS YOU ARE LOSING WITHOUT ANY INVESTMENT

A. HARRY WOLFE

248 Notre Dame West, MONTREAL

Highest Grade Man's Figure

NEWEST PARIS MODEL DUPLICATED

Strong features: the new Bromide tone.

Jointed arms covered.

Form in latest design, 38 chest (36 if ordered).

Patent Leather shoes supplied, fitted to each figure.

Will stand firmly anywhere. (No brace or string required.)

Beautiful manicured hands.

A high-grade figure is the strongest window advertising medium on earth.

Will pay for itself many times over in a surprisingly short time.

The price considering the quality—tone of advertising obtained—well!

If you handle up-to-date men's furnishings you cannot afford to be without one.

Write for price.

A. S. RICHARDSON & CO.

Old and Tested **99 Ontario St, Toronto**

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interested in the business press of his field should attend the 1915 Convention of the Associated Advertising Clubs of the World at Chicago, June 20th to 24th

This is not a convention for advertising managers only. It will particularly benefit those who are up to their elbows in business administration and who control the buying of advertising and printing, the direction of the sales force, the costs of manufacturing.

Presidents, General Managers, Sales Managers, all should be and many will be there.

Join them. Visit the representative American city. Get the ideas of the big men in business. Listen to the addresses on business topics by distinguished men; President Woodrow Wilson, William Jennings Bryan, Arthur Brisbane, Henry Watterson, John H. Fahey and others. Participate in the departmental sessions and discussions nearest your business.

And don't forget to bring the ladies along—a special committee of the Chicago ladies will see that they are entertained royally.

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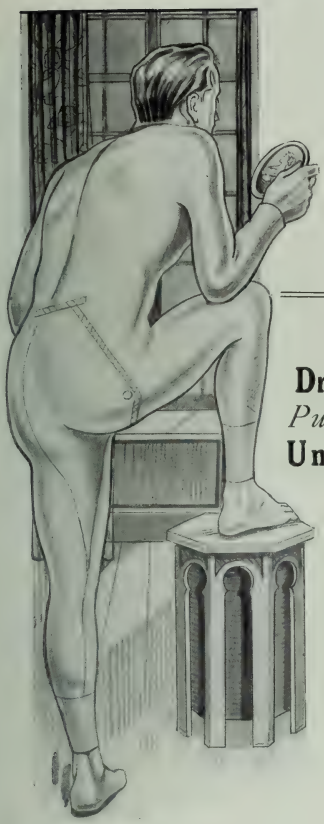
MEN'S WEAR REVIEW
143-153 University Avenue, - TORONTO



Dr. Neff's
Pure Wool
Underwear

—your best ad.

If satisfied customers are your best advertisement, then—

DR. NEFF'S PURE WOOL UNDERWEAR

will prove mighty fine advertising for you. For this popular combination underwear with the perfect closed crotch, which neither binds nor gapes when worn and the pure worsted yarn that is so treated to feel as soft as down, will give satisfaction every time.

Plan now for a good Fall and Winter business by seeing the 1915 samples of Dr. Neff's Pure Wool Underwear.

Thos. Waterhouse & Co.
LIMITED

INGERSOLL, ONT.

AGENTS:
W. R. Mosey, Toronto; Garneau Ltd., Quebec; J. W. Park & Co., Winnipeg and Vancouver.

Dufferin SHIRTS

Made in Canada

The Sport Shirt

——1915's new outing shirt in a very extensive range of styles ranging in prices from $9.00 to $42 dozen.

Select a few numbers from our attractive showing of soft shirts with French cuffs for street wear.

Mail orders given prompt and careful attention.

The Army Service Shirt

The correct shirt for our officers and men.

Made from our carefully selected qualities of khaki. Drills at $16.50. Poplins, $21.00. Fine Flannels at $24.00 and $30.00. Two collars with each shirt.

Send for a trial shipment.

DUFFERIN SHIRT CO.

Makers of Outing Shirts, Night Shirts, Pyjamas, Lounging Robes, Bath Robes and House Coats

914 Dufferin Street - TORONTO

We have added Men's Balbriggans, Light Weight Merinos and Worsteds to the IMPERIAL UNDERWEAR Range

LOOK AHEAD
PLAN AHEAD
BUY AHEAD
FOR 1916

Even now some of Canada's high-finance men assert that they see signs of business improvement, and claim that Canada will recuperate from her business depression very rapidly. We're planning on a bigger than ever 1916 business in Men's Underwear by adding to above new lines, samples of which we will be pleased to submit for your approval.

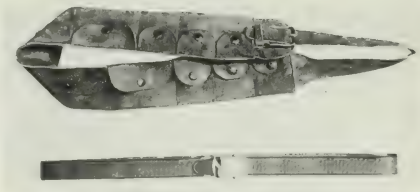
You can't lose by ordering now and you are almost certain to gain.

Kingston Hosiery Company

KINGSTON, ONTARIO

ESTABLISHED 1880

SOLDIERS', SPORT, AND DRESS BELTS



We manufacture 6 good selling lines for soldiers to retail from 75c to $1.50. Samples on request.

Men are becoming more in favor of the suspenderless trousers—the close-fitting waist line and the leather belt. We are showing a very fine range of Soldiers', Sportsmen's and other belts. The upper illustration shows the regulation Military belt (lightweight), used also for Sporting purposes; the lower is our new adjustable style.

Order a sample dozen to retail at 50c. We will sell you 12 kinds at $3.75 a dozen.

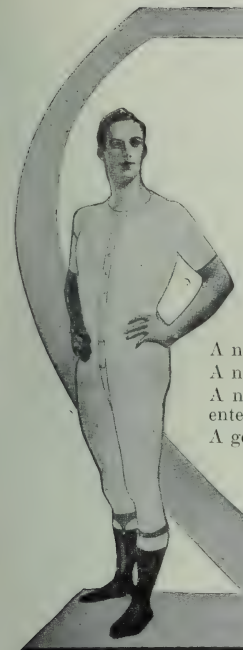
Western Leather Goods Company

LIMITED

1191 Bathurst Street ∴ ∴ Toronto

To insure the regular delivery of this paper to your address, see that your subscription is sent in at once. One dollar entitles you to twelve issues. After looking this one over, you will no doubt have a strong desire to read it each issue.

MEN'S WEAR REVIEW
143-153 University Avenue, TORONTO



ZIMMERKNIT
HIGH GRADE
UNDERWEAR

A name to conjure with!
A name that signifies unusual quality in a moderate-priced line.
A name that stands for a well-made Canadian article, backed by a Canadian enterprise that has grown and grown—and is still growing.
A good name for *you* to tie to, in your Underwear Department.

Zimmerman Manufacturing Company, Limited
Hamilton, Ontario

Agents: E. H. Walsh & Co., Toronto; W. R. Begg, Toronto; A. R. McFarlane, Vancouver.

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The Publisher's Page

By F.M.A.

"You have the greatest opportunity in Canada"

¶ A prominent men's wear manufacturer said this to us last week, referring to Men's Wear Review.

¶ We know it and realize our responsibility to represent in a big, useful way the men's wear interests in Canada.

¶ And we are doing it. The standard set with the last three issues will be maintained and the service improved in future numbers.

¶ We have the necessary organization to make and keep up the editorial efficiency that has already made this paper essential to the live dealers in Canada.

¶ We set the pace. Men's Wear Review is creating a new standard that has never been attained before in this country, i.e., a paper that is not only attractive, but useful and authoritative.

¶ Men's Wear Review is getting that preferred attention that makes any paper a valuable advertising medium. Editorial superiority commands that attention, and will continue to do so.

¶ Watch for the July issue. We promise you a splendid number.

¶ By the way, $25 a month entitles you to talk to these live men's wear dealers in page space in Men's Wear Review. Can you think of a more economical or effective way of spending $25 a month to reach these dealers in Canada who should be selling more of your goods? Just think it over.

MEN'S WEAR REVIEW
Publication Office: 143-153 University Ave., TORONTO

BLACK PRINCE

THE WORKINGMAN'S SHIRT OF QUALITY

The Black Prince is offered as a standard garment—guaranteed to be better value for the money than any other line on the market.

The Black Prince is made to sell steadily on the quality of the shirt.

The Black Prince is made of a fleece-back black serge of guaranteed quality—absolutely fast color. This serge is manufactured especially for the "Black Prince," and we buy in such quantities that the cloth is confined exclusively to us.

The Black Prince is cut on big lines, making a full-fashioned, comfortable shirt for the workingman. The shirt is double stitched throughout.

The shirt sells at a fair profit, and is genuine value. There is a steady and increasing demand for Black Prince. Are you handling this line? If not, write to your wholesaler.

The Canadian Converters' Co. Limited.
Montreal

More business, extra profit, without any extra cost to you !

BRITISH WARM COAT

This is what the securing of the Crown Tailoring Agency for your town will mean to you, Mr. Merchant.

The patriotic wave which has swept through the Country has resulted in the formation of hundreds of Rifle Clubs, Home Guard Associations, etc., thus materially increasing the demand for military and semi-military tailoring. Some one is going to supply the requirements of your local organizations, and incidentally reap the handsome profit accruing therefrom.

Write us to-day and let us show you how to handle this proposition satisfactorily and profitably through the Crown Tailoring Agency. Our Garments stand for quality, and our experience and equipment are such as will enable you to meet the most exacting requirements in the shortest possible time.

Thus you will not only secure the Club and Military tailoring of your locality, but the Crown Tailoring Standard will attract the best class of business in your town—the class that cannot be suited from made-up clothing stock.

Drop a card to-day.

MENS HIGH GRADE TAILORING TO MEASURE
CANADA

The Crown Tailoring Co., Limited

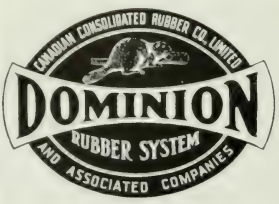
TORONTO, CANADA

MEN'S WEAR REVIEW

Vol. V No. 6

JULY, 1915

THE MACLEAN PUBLISHING COMPANY LIMITED
PUBLICATION OFFICE - - 143-153 UNIVERSITY AVENUE, TORONTO



28 "Service" Branches Throughout Canada.

Canadian Consolidated Rubber Co., Limited
MONTREAL, Que.

Our New Catalogue of "DOMINION" RAINCOATS

(entirely made in Canada)

IS NOW READY

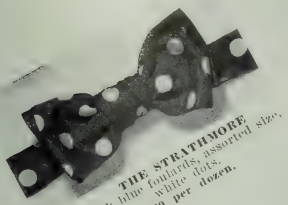
SEND FOR A COPY TO OUR NEAREST BRANCH OR TO

Canadian Consolidated Rubber Co., Limited
MONTREAL, Que.

28 "Service" Branches Throughout Canada.

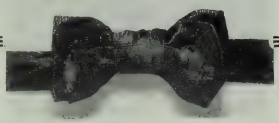
Tycraft Scarves

The BAT IS THE THING FOR SUMMER

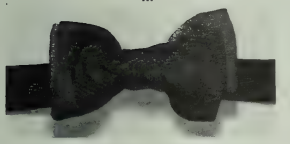


THE STRATHMORE.
Dark blue foulards, assorted size, white dots.
$1.50 per dozen.

THE PARISIAN.
Fancy stripes and figures cut bias ends pointed.
$3.00 per dozen.



THE LONDON.
Neat dark effects, square ends.
$1.50 per dozen.



THE ROMAN.
Plain color silks with contrasting fancy borders.
$3.00 per dozen.

STANDARD Bats are well made—of exclusive patterns, and so priced as to allow you a fair margin of profit. Now is the season of the year to display new bat ties.

THE PREMIER.
Black, dark blue and white only —a staple.
$3.00 per dozen.

THE JITNEY
Black and white insert in center edges, all principal colors.
$1.50 per dozen.

THE PRINCE GEORGE.
Light colored silks in bias effects.
$1.50 per dozen.

Special Offer to Canadian Merchants

Send us draft for $7.50 and we will send by parcel post prepaid a trial assortment of these Bats, consisting of 1 dozen of $1.50 per dozen styles and 2 dozen of $3.00 per dozen styles.

STANDARD NECKWEAR COMPANY

BOSTON - - MASS.

THE WINDSORETTE.
Flowing end bat of foulards and colored crepes.
$3.00 per dozen.

For Men's Wear

Men's Furnishing stores are patronized regularly by every man and boy, and very frequently by girls and women. These people are all logical watch users.

With Summer at hand, with its knock-about outdoor life,—camp life, hunting and open-air sports,—the Ingersoll combination of Accuracy, Durability and Economy is just what is wanted in a watch. The Ingersoll watch withstands this usage better than an expensive watch, and if it should be lost or damaged, the loss is trivial.

Your customers are well acquainted with the Ingersoll Dollar Watch. The name "Ingersoll" on the dial means to them "a reliable, guaranteed time-keeper at a very low cost." They know that an Ingersoll is the same serviceable watch regardless of where sold.

It only remains for you to show the watch with "Ingersoll" on the dial in one of your showcases. Remind your trade that they need an Ingersoll.

If your stock of them is low, now is the time to write your jobber, or us, for a special assortment of watches and advertising.

Robt. H. Ingersoll & Bro.

200 McGill Street Montreal, P. Q.

You *know* Overalls, Uniforms, Shirts and Coats are

if they have this STIFEL'S REGISTERED mark on the back of the material on the inside of the garment.

It's the cloth in the garment that gives the wear.

Stifel's Indigo Cloth

Standard for over 75 years.

Its continuous sale for over three generations is certain proof of extraordinary quality. Stifel Indigo wears like leather. Every washing makes it like new.

STIFEL'S REGISTERED

This little mark is put on the back of the cloth on the inside of the garments for *your* protection and your customers'.

Look for it before you buy, and you'll be sure of the best business builders in the trade.

All printed Denim patterns are protected by patents.

Cloth manufactured by

J. L. STIFEL & SONS

Indigo Printers and Dyers WHEELING, W. VA.

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Chicago . . . 223 W. Jackson Blvd. Toronto . 14 Manchester Bldg.
San Francisco, Postal Telegraph Bldg. Winnipeg, 400 Hammond Block
St. Joseph, Mo. . Saxton Bank Bdlg. Montreal . 489 St. Paul St.

Style-Craft

Clothes Refinement

THERE'S a whole lot the average Man knows about clothes that is not outwardly apparent, but which is felt by the undercurrent of enthusiasm or lack of interest.

There's something about **Style-Craft Clothes refinement** which gets under a man's skin. He knows or feels when he looks at a Style-Craft Suit that it is right, the Style of Cloth, the Cut, the Finish—he gets the desire to possess, which means a sale.

Now, to get Style-Craft Tailored Clothes refinement into your business does not mean the carrying of a large stock. Our made-to-measure department enables you to accomplish in sales and profits what many men fail to do with a store full of clothes—with a large investment.

The **Style-Craft** made-to-measure agency—charts, style-books, sample swatches, etc., is open to a live merchant in every town. How about you?

Right now there is a good 'tween season business being picked up in tailored suits. Why not get your share by writing to-day for the Style-Craft Agency?

We make everything in Military and Semi-Military uniforms for all ranks to measure. This business is now at its best.

E. G. HACHBORN and CO.

New Address, 50-54 York Street

TORONTO CANADA

"I take the paper home over the week end regularly and spend a couple of hours on it when I am free and get a chance. I read it from cover to cover and get a lot of valuable information from its pages.

"I rely on MEN'S WEAR REVIEW for my style points and I have never found them to fail me yet."

THE above statement was made to one of our editors by a prominent men's wear dealer in London last week.

MEN'S WEAR REVIEW has attained a reputation as a useful paper, not a paper that you glance over and throw aside. Take this number you have in your hand. Haven't you found it interesting, authoritative and practical?

NOW would you spend one dollar for the privilege of reading this paper each month for one year? If so, sign attached coupon and return to-day, so as to make sure you will get each issue as published.

This is Your Part

SIGN, TEAR OFF AND RETURN TO-DAY

MEN'S WEAR REVIEW
143-153 University Avenue
TORONTO, ONT.

.....1915

Gentlemen:

Please enter my name as a subscriber to your paper for one year, starting with August, 1915, for which I agree to pay one dollar on receipt of invoice.

NAME .....

ADDRESS .....

MAKERS OF McA&R CLOTHING

QUALITY BRAND

We have a splendid stock of cloths for Fall suits and overcoats.

Though there is a general scarcity of materials in the trade, we are showing a very complete range of samples in our Fall suits and overcoats. We are experiencing no shortage of stock, and are prepared to handle the requirements of the trade.

In March and April, owing to the general conditions, the merchant could not anticipate his needs. But now that the season is advanced and the crops assured our travellers will cover their territories as usual.

It is advisable to place your orders early. At this date it will be impossible for our representatives to cover all of Canada, but a wire or letter will bring to you, express prepaid, sample suit or overcoat. Wire or write to-day.

We want new agencies for our special Made-to-measure department. Inquire about it.

The McAlpine-Richardson Co., Limited

CORNER ADELAIDE AND DUNCAN STREETS - TORONTO

We are the Originators of the

Boys' Patricia Uniforms

It has been the Biggest Selling Line in the history of the Clothing Business

We Stock

Boys' Cavalry and Infantry Suits in Wool and Duck

Ask for 1 Sample Dozen

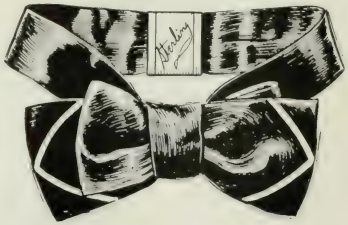
Also Men's Palm Beach Suits

Helleur, Gariepy & Broderick

LIMITED

16 Craig West Montreal, Canada

The latest thing



from Broadway

"PIPED" BATWING

It's a "Sterling" Novelty of course—a swagger little batwing that has just struck Broadway.

It is made of Black Peau de Soie with white or colored piping set in the square end, giving a pointed effect. The colors are black with piping of white, green, red, gold, etc. Don't let this novelty pass—order 3 or 4 dozen assorted and be the first in town to show it.

The price per doz. $4.25.

Mail Your Order To-day.

STERLING NECKWEAR CO., LIMITED

468 KING STREET WEST, TORONTO

BOYS LION BRAND CLOTHING

Wear Best Where Most Wear Worst

Double Elbows Knees and Seat.

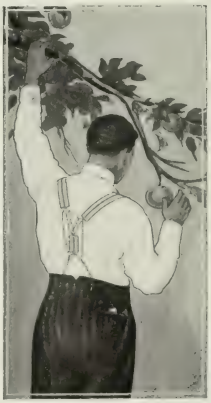
One thing that practical parents of every wide-awake youth looks into when buying his clothes is **wear.** This is where you cash in on the boys' trade of your town by selling Lion Brand Clothes, for the double elbows, knees and seat in each Lion Brand suit will mean a sale every time.

Lion Brand Khaki Bloomers and Fancy Overalls will be in big demand this season. We have the right shades at popular prices.

Write for samples.

The Jackson Mfg. Company
LIMITED
CLINTON, ONTARIO
Factories at: Clinton, Goderich, Exeter, Zurich

"King George" Suspenders



Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.
BERLIN ONTARIO

The Boston Cap
REGISTERED BRAND
MADE-IN-CANADA

See Our Range *for* Fall

This is our Boston No. 1—one of the many different patterns we are showing in our Fall range to sell at $4.50 a dozen up.

Write to-day for samples of our best sellers.

Boston Cap Co. 219 St. Lawrence Blvd. MONTREAL

Amalgamation Announcement

We announce herewith the amalgamation of

McKechnie & Tanner, Ltd.

manufacturers of the famous "Arm and Hammer" brand of shirts, overalls and trousers, with the

Defiance Mfg. Co., Ltd.

manufacturers of "Haugh" brand trousers, duck clothing, etc.

We will now be in a position to serve our customers even better than in the past as each line of manufacture strengthens the other and enables our many friends to continue with us as one account.

We will henceforth be known as

J. A. Haugh Mfg. Co., Ltd.

658 King St. W. TORONTO

MANUFACTURER OF

Military Uniforms, Headwear and Equipment

Officers' Khaki

CAPS, HELMETS, GLENGARRYS, SWORDS, BELTS, BUTTONS, BADGES and TRIMMINGS, etc., etc., FOR ALL RANKS, Carried in Stock

Write or Wire for Catalogue

GET AFTER BUSINESS YOU ARE LOSING WITHOUT ANY INVESTMENT

A. HARRY WOLFE

248 Notre Dame West, MONTREAL

"Craftana"

Registered No. 262,0

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

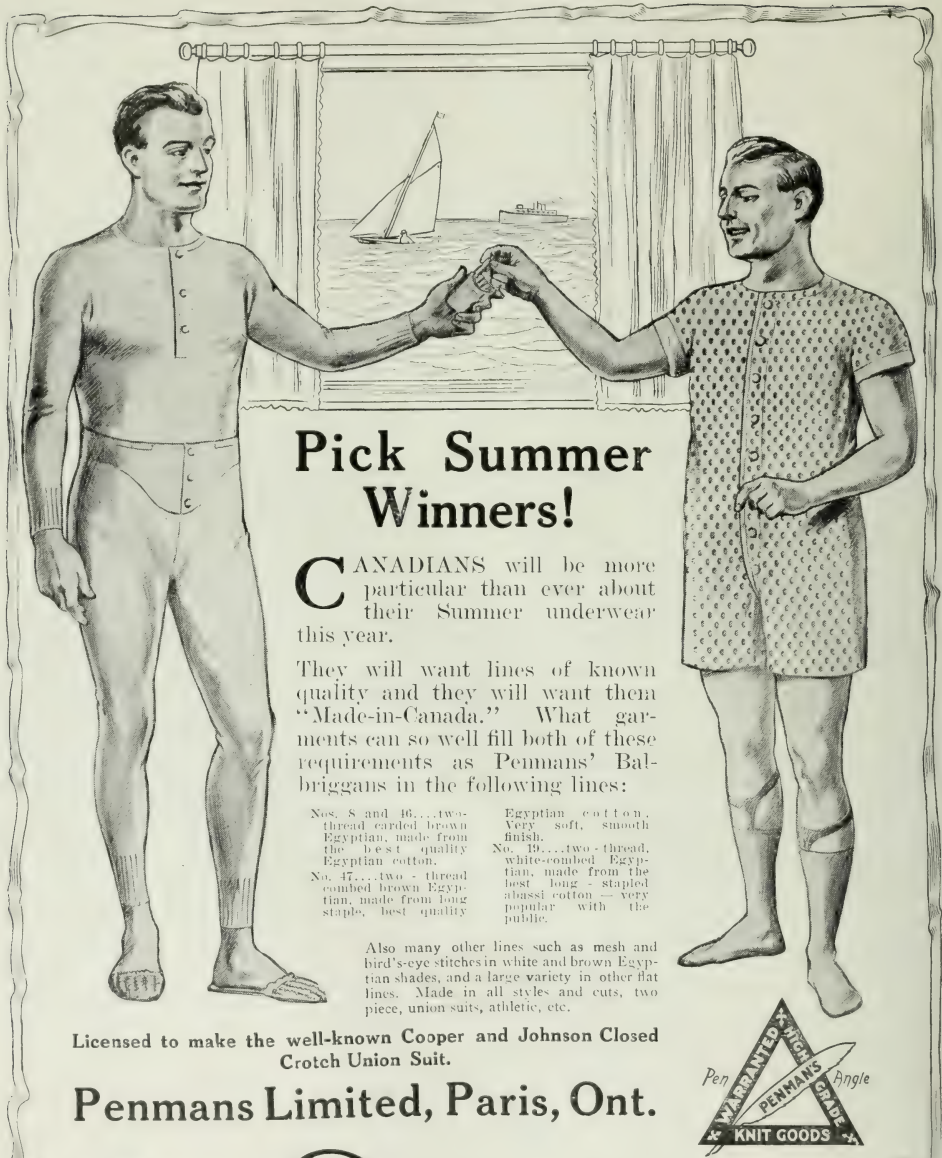
Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP,* it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR,* and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET,* making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.



Pick Summer Winners!

CANADIANS will be more particular than ever about their Summer underwear this year.

They will want lines of known quality and they will want them "Made-in-Canada." What garments can so well fill both of these requirements as Penmans' Balbriggans in the following lines:

Nos. 8 and 16....two-thread carded brown Egyptian, made from the best quality Egyptian cotton.

No. 47....two-thread combed brown Egyptian, made from long staple, best quality Egyptian cotton. Very soft, smooth finish.

No. 19....two-thread, white-combed Egyptian, made from the best long-stapled abassi cotton — very popular with the public.

Also many other lines such as mesh and bird's-eye stitches in white and brown Egyptian shades, and a large variety in other flat lines. Made in all styles and cuts, two piece, union suits, athletic, etc.

Licensed to make the well-known Cooper and Johnson Closed Crotch Union Suit.

Penmans Limited, Paris, Ont.

Pen Angle — WARRANTED HIGH GRADE — PENMAN'S — KNIT GOODS

Penmans Balbriggans

MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 5 TORONTO, JULY, 1915 No. 6

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Shirts for Fall.

Suits and Overcoats for Fall.

Articles on Neckwear, Knitted Goods, Accessories, etc.—Illustrated.

Dress Chart For All Occasions.

THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President.* H. T. HUNTER, *General Manager.*

T. B. COSTAIN, *Managing Editor.*

Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

F. M. Alexander, *Manager*
A. B. Caswell, *Montreal Representative*
F. A. Cockburn, *Toronto Representative*
H. H. Black, *Editor*
Hugh S. Eayrs, *Associate Editor*
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GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960, Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 140 So. Dearborn St., Room 607, Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies $1 a year; United States $1.50 a year; Other Countries, $2 a year; Single Copies, 10 cents. Invariably in advance.

Sales Booster

THE SIXTH

A tip to young salesmen

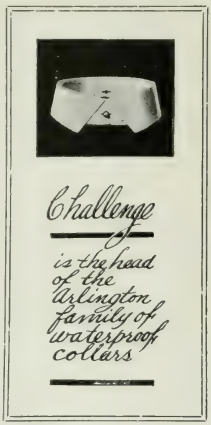
Don't judge a man by his clothes.

The writer a few years ago, while in the capacity of furnishings salesman in a progressive Men's store in a small Ontario City—well, Galt, if you must have the name, got this tip in a way he never forgot.

One day a customer, a laborer, according to his clothes, came in for a rubber collar. The sale was made quickly and he left without anything else being suggested to him. He walked directly into the opposition store across the street and came out with his arms full of parcels, piled them into a big six-cylinder touring car and drove off.

Who do you think he was? Well, let me give you a tip, he was more than his clothes said he was—a millionaire and a good spender. He wore a rubber collar when around his car.

You see what a nice sale was lost just because the clothes belied the man. Moral—never judge a man by his clothes.



When a man asks for a waterproof collar show him the best, no matter how he is dressed, then introduce other lines, such as neckwear, hosiery, etc., and even clothing.

Suggest a waterproof collar to every chauffeur or owner of a car—not the ordinary kind, but the waterproofed linen.

Suggest the *Challenge* as the best buy. It has features which make it the best value on the market, viz: all styles, and in the linen finish, is heavier than any similar priced line and has the easy-sliding tie space—looks just like linen, has no odor and is very durable.

Keep *Challenge*, or any of the Arlington lines, which we make in a full range of prices to suit every pocket book, right to the front. Show them on your counter and use a display card to attract attention. A card like the one shown here, written with a crayon and using the illustration below will make a hit.

Sort your stock with Arlington collars—Challenge or any of the Six Grades from 70c to $2.00 Dozen.

Use this cut to illustrate your show cards.

The Arlington Co. of Canada, Limited

54-56 Fraser Avenue, TORONTO

Eastern Agent: Duncan Bell, 301 St. James St., - - - - Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto
Western Agent: P. J. Quigley, 212 Hammond Block - Winnipeg

We will supply handsome display cards on request. Write to-day.

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. V. TORONTO, JULY, 1915 NO. 6

Owed To My Puggaree

The hours I've worn thee, O! my pug!
Were hours of ecstacy to me.
You fastened on my straw so snug-
ly puggaree! My puggaree!

Treasure of mine, bought with a price
Which made a hole in salary,
If dear thou wert, yet thou art nice.
My puggaree! My puggaree!

What though the fellows point and scoff,
When your design and tints they see?
They know I would not leave you off.
My puggaree! My puggaree!

And if from fashion's ken you go
A year from now—still shall I be
Faithful to the dear mem'ry—O!
My puggaree! My puggaree!

O vivid shades that blind and blink!
O spots of yellow, blue and black
I say farewell—but, oh, I think
That you'll come back.
Pug, Pug.
That you'll come back.

—H. S. E.

New York Trim—Sporting Accessories in Attractive Pose.

SUMMER WINDOW TRIMS IN NEW YORK

Embodying Suggestions for Warm Weather Wear — Striking Accompaniments to Impress Uses of Goods—Extending Drawing Power of Window Displays.

Special Correspondence of The Review.

Office of Men's Wear Review,
115 Broadway, New York.

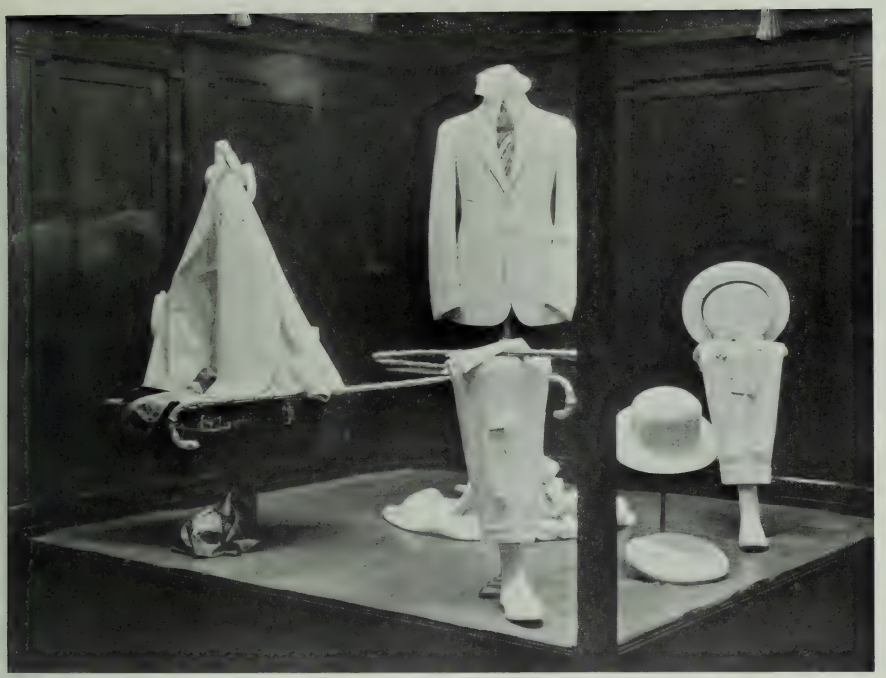
THERE is no season when window dressing can go unbridled without sacrifice. Even though Summer time is looked forward to as the tranquil period of the year, when business relaxes from the strain of high tension and vacations are in order, no merchant can afford to relinquish his efforts to claim all the trade within his reach.

Windows devoted to Summer material become just as attractive as at any other season when they embody suggestions appropriate for warm weather wear, travel and outdoor excursions. During July and August transient trade is always an important item with every shop and it behooves the window trimmer to keep the displays particularly inviting with timely goods, and artistic in treatment. With old customers the shop's prestige is always at stake and with the stranger, who at this season is a frequent visitor, the window is his only recommendation.

The whole business decalogue has been frequently summed up in this one commandment: "Keep the customer"; but if you stop and consider you will realize that there is an equally important obligation demanded of you first. It might be labeled: "Get the customer." It is this latter thought that explains why one concern prospers while its neighbor, surrounded by the very same environments, breathing the same commercial atmosphere and likely selling the very same merchandise, is unsuccessful. The failure to bid for the new customer frequently causes this inequality between two shops.

Summer Sporting Requisites.

As an example of an attractive and efficient Summer display the illustration of a window from the shop of Rogers, Peet Company, New York, is brought to your attention. Here one observes an ideal showing of Summer sporting requisites. Both golf and tennis accessories are displayed and as they are so near in relation no effort is made in the arrangement to separate them. Two striking [illegible] are noted. A cream silk, half-sleeved gar-



New York Trim—Refined Display of Summer Flannels by Brill Brothers.

ment, is shown on the left. It is attended by a low fold collar, a deep green silk bow tie and an olive green leather belt. The outing shirt seen on the opposite side, so posed as to balance the trim, is a recent novelty that has already enjoyed a wide vogue with smart sportsmen. It is made with an attached convertible collar which may be simply adjusted to either a soft fold effect or to a sailor collar as here presented. The sleeves are made in a blouse effect and so draped as to emphasize this feature and the bosom is designed with two white box pleats which are well displayed by the bust form used in the pose. A belt is also used to hold the skirt around the form.

Distinguishing Marks.

White English cashmere half hose and white silk half hose with black embroidered clockings are prominently displayed in the foreground. White buck Oxfords with white rubber soles, golf gloves and helmets are also included. The distinctive character of the goods on view is instantly recognized by the presence of golf clubs, tennis racquets and balls.

The addition of these accompaniments, which are not only striking features of decoration but add to the pleasing pose of the garments themselves, is a means of instantly bringing to the interest of the lover of these two favorite outdoor pastimes an apparel that might otherwise have gone unnoticed for the want of being properly featured as do so many other really important things. Men become accustomed to passing windows filled with the usual displays of shirts and accessories and unless some distinguishing mark is plainly in evidence a very weak impression, if any, is made.

If such auxiliaries, as are here suggested, are not a part of the merchandise carried, it would fully repay the shop to make arrangements with some concern to obtain the desired articles for display purposes. The window is also a good example of ample spacing — it is neither crowded nor skimpy. There is a vast difference between a window which is perhaps slightly overcrowded and one perhaps just a little sparing in making an appeal to the public. The well-spaced display has the advantage every time inasmuch as distinctive units receive the unbiased interest of the onlooker.

Summer Flannels.

In the next illustration a very effective trim of Summer flannels from the shop of Brill Brothers, New York, is brought to your notice. This unusual imposing display depicts the great advantage of ample spacing. Each unit is a feature in itself and this individual treatment adds immeasurably to the material value of each item. Imagine for one moment the disqualifying result if several rows of such units were crowded into the same window and you will doubtless appreciate the wisdom of generous

This is a type of the usual high-class trims that that the people of Belleville are accustomed to look for in the windows of F. W. Millard. It is a study in black and white with bat wings predominating. The mistake made frequently of making the trim so high that the eye must be raised above the ordinary level to reach the top is avoided, the whole display sloping gradually upwards to the height most easily taken in at a glance. It might be suggested that the only show card visible in the photograph, "Men's Wear," is rather too general: that fact is obvious. Some reference to the type of shirts or ties or both would carry a more impressive message, and price tickets are being used now even in the most exclusive stores. But it is a tasty and well-arranged trim.

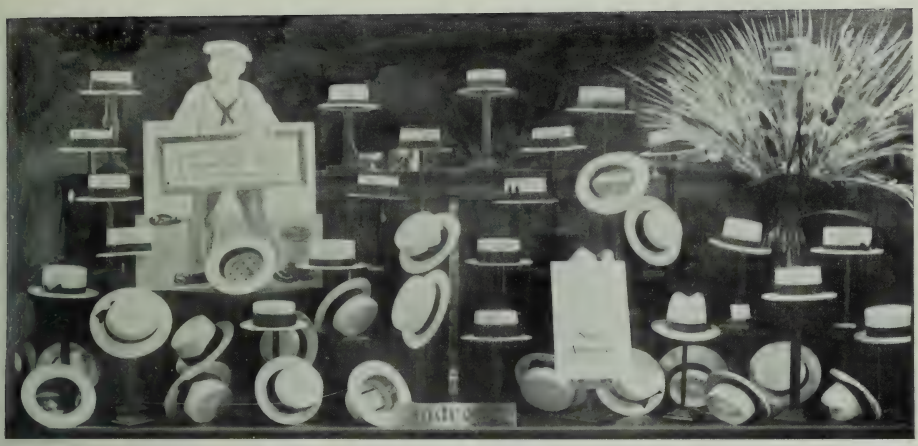
spacing. Garments shown in refined pose sell without reduction signs. It may require a little more work on the part of the trimmer in making more frequent changes, but the day's receipts will more than repay for the extra time consumed in giving the proper attention to the displays.

[illegible] in this display.

Two-piece white flannel suits are displayed. One coat is posed over a form to draw special attention to the natural lines of the garment and, to demonstrate fur's its effectiveness, a negligee shirt, soft collar and silk four-in-hand are included in the unit. The other coat is merely draped gracefully on a stand which effectively lends a pleasing variation to the general lines of the trim as a whole. Special attention is directed to the good pose of the trousers which are folded over low stands so as to drape down to just the right position and expose lisle half hose to excellent advantage. Other appropriate accessories are shown in a very pleasing way to add—not detract—from in arresting the attention of the passer-by, whether he be near or on the opposite side of the street, and at the same time holding his interest, than the garments themselves if presented in the striking manner here suggested.

It is plainly evident that the range of drawing power of this display is considerably longer than is the case with the average window. Some shops use boldly decorated signs and elaborate colorings in [illegible] colors to reach the distant eye, but [illegible] could be more effective!

Maclean
Newyork.



"Warm weather is near,
Sailors are here,
So prepare ! prepare ! "

This is a rather clever adaptation in this window of Andrews' "Toggery," London, of the Jack Tar in a new form to call attention to a showing of straw sailors in a window or an ad. Cardboard is used to work out the idea of a sailor in the capacity of "Sandwich Man" calling the public to the duty of the hour, and the suggestion is aided by the musical clef sign at the beginning of each line, as if it were a rollicking "song of the ocean wave." At the far corner is a sheaf of grain, a different emblem. The two are wisely kept apart, but the ideas, although applying to "sailors" are in such decided contrast that some window-trim critics might be pardoned if they preferred each used in a separate window rather than being combined.

The window, of rich oak, opens into the store, permitting of a ledge trim. The hats are well set out, in an easy arrangement, and several novelty lines are introduced to add interest for the spectators. Note use of neat price tickets on each hat: a commendable practice. Trim by Jack Selak.

WINDOW OF HATS, 18 FEET HIGH

Over 20 Dozen Sailors Alone in Detroit Window — Black and White in Checkerboard Squares—A Double Decker on Two Streets — Tub Ties — Use of Plush and Velvet.

By a Traveling Staff Writer.

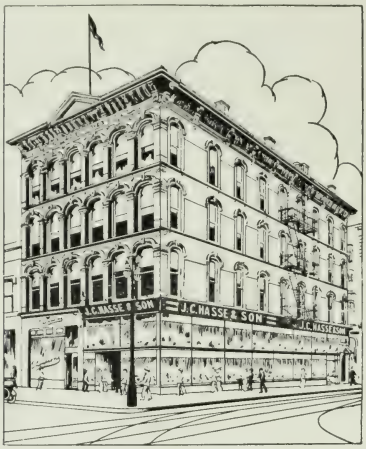
DETROIT, May 15.—A trip across the ferry from Windsor landed us on Woodward avenue, which with its immediate surroundings provides some of the most interesting types of displays in windows that can be found, probably in America. The men's wear stores, as might be expected, are fully awake to the value of their window trims because in this city of about 650,000 there is an unusually large transient population and a continual stream of people until late hours of the night. Business is concentrated here more than in the majority of cities and the men's wear stores are fairly close together and the dry goods stores packed around, three or four in a single block, and with all the competition that close connection in position involves.

As might be expected, also, ideas as to the best class of window trims are as divergent as the poles. There is one store that trims its windows to a height of over 18 ft., close to the ceiling, and puts up special equipment in order to increase the number of hats or shirts that can be crowded into the window, and another one, within a block up the street, limits its windows to a very small number of hats or shirts and has nothing higher than 2 feet. The latter store as might be expected, appeals to a more exclusive class than the other but it all goes to show that there is as much room for originality in window trimming as in any other work on earth.

Double Row of Windows.

Probably the best equipped for display in men's wear stores on the Continent is that of J. C. Hasse & Son, standing right on the corner, as will be seen by the illustration that accompanies this article, the store has made use of a double decker for the purpose of display, the lower set of windows being the ordinary height, and the upper the same, giving double the amount of display that is ordinarily taken advantage of by a store with a side running along street. These windows, of course, are kept brightly lighted and frequent changes are made in the trims. Great variety is shown and nearly every line carried in a large men's wear store is shown to advantage in the different divisions of this unusually extensive display. The sidewalk is wide enough at this point both in the front and side streets to allow of a good view of the upper trims as well as the lower ones.

This firm makes good use of their window facilities in cards that are sent out at various times, advertising their suits or shirts or ties or general summer wear, on cardboard about double the size of the ordinary postal card. For instance, one that was sent out had a drawing on the face of two men in summer attire with an ocean background with the inscription "Cool Comfort." On the back



View of Detroit store with extensive series of double deckers.

in display type was: "In Our Windows This Week," and in another line "Cool Suits; the Kind That Give Comfort and Pleasure. They Don't Cost Much Either," etc. Then followed three styles of these suits with the prices attached. Note, however, that the first point was that these suits were on display in the windows.

Another one also with Summer design on the front of it showing a sport shirt and on the back the same inscription: "In our windows this week," and then on the line below, "Sport Shirt, the best for golfing." The price followed and other items of interest.

On a third one suits were shown on the face, while on the back was the notice, "See Them In Our Windows." In this way the advertising called attention to the displays in the windows and linked up the two as has been found to be very effective by a large number of men's wear dealers.

Hat Trim 18 Feet in Height.

Woodman's have the distinction of being able to put in their window the largest number of hats of any window in Detroit including sailors, panamas, bankoks, madagascars, etc. There were 21 dozen sailors alone and in order to provide a place for them a sort of trellis work was set in along the side of the window and the ordinary hat had suspenders attached to it. The same device was used for a shirt display in the opposite window. Price tickets were used liberally in this hat display as well as the other.

It might be noted here that just in front of this store is a show case about four ft. high which is used entirely, all the year round, for 69c shirts, a speciality in this store. This stands out beyond the ordinary line of the store itself by an arrangement with the city as to rental. On a few occasions some underwear was shown, but in every case some one has come in remarking, "Haven't you any more of those 69 cent shirts?"

"The Straw Hat Season is Open: Hunt for Yours in Here." This is the invitation in a straw hat window of MacKenzie's.

Black and White Window.

Kaufman's, a branch of a chain of hat stores, has a very striking window with back and sides covered with large black and white squares in checkerboard effect. The black and white is emphasized also by square rods of wood standing up at each corner and running across the bottom and top as well, covered with paper in white with diagonal black stripes. The price tickets have grounds with black and white stripes as illustrated. The ticket shown here, however, is a smaller one used on individual hats. All the shelving in the window is covered with the large black and white checkerboard squares.

"Round the Corner" Hat.

Truly Warner's, a branch of the well-known New York hat man, has a cottage-like effect in his front, and this is kept up in the store, the hats being piled up in rows in what appears to be the side of a cottage with a roof effect on top.

The window, however, is a rather startling study in mauve—dozens of artificial flowers hung along the sides, on cross-pieces, along the floor, etc.,—an extremely floral effect in the one shade. One might almost imagine the birds singing amid the branches. The trim divisions are in the form of huge butterflies.

Truly Warner has a new hat, presenting "Round the Corner"—an odd line with the outer edges of the straw crown rounded, instead of square. The same hat, with a more extended roundness, however, is shown by a Canadian firm. This new hat, however, is played up with a dozen different inscriptions and models.

"In the last ten years the straw hat trade have looked to Truly Warner, for the first showing of correct hat styles." This "Round the Corner" model he declares, is the most becoming he has yet turned out.

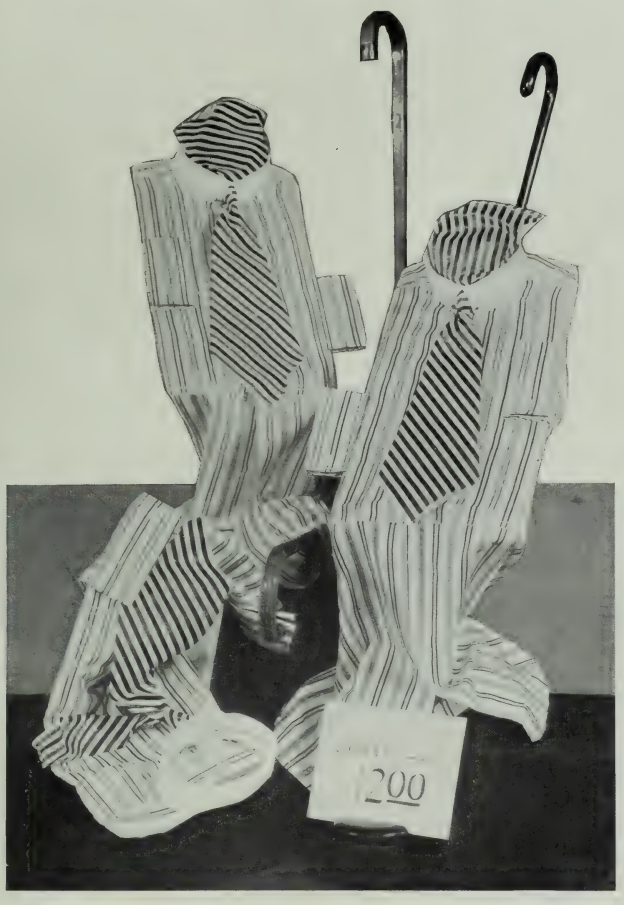
"Tub" Neckwear.

Another men's wear display in a dry goods store had a cardboard form of a tub to show "tub" neckwear, the ordinary narrow cotton or mercerized wash tie. A couple of ties hung out through the "bottom" of the tub. This trim held nothing else except a pair of collars on either side with the ties attached.

Type of display card in window and interior.

"Shirts, silk mixtures," was another window feature. The floor was a green carpet, and plush was draped around the bases of the stands. The now familiar trick of using a bow tie around the centre of a can was used. A variation of the bow tie was its use to draw in close the body of a shirt, on which also appeared a collar and bow tie.

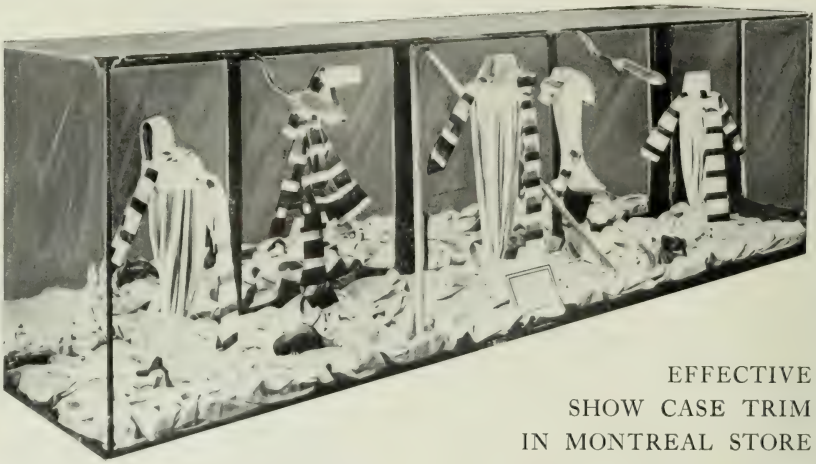
Unit Trim of Silk-Front Shirts



This is a trim specially designed for The Review by C. W. Balmer of a popular line this Summer, silk bosom shirts with cuffs to match—a sympathetic move of the makers to meet the spirit of economy.

There are three varieties of shirts, but uniform in pattern: purple and tan, pink and black, blue and green. The tie used with each matches the shirt it is connected with. Soft collars are shown, and a second tie on top. Dark blue velvet is draped at the bottom, and the canes, as usual, lend an air to the trim that is felt but hard to name definitely.

One of the shirts is inverted. This is a device that is being taken up in Canada and the States, more usually in interior than exterior trims. It is designed to draw attention by its unusual location, but requires careful handling not to appear ungraceful and contrary to general ideas of display. A good effect has been secured here.



EFFECTIVE SHOW CASE TRIM IN MONTREAL STORE

Mention has been made before of the importance placed on striking showcase trims in the men's wear department of Goodwins Limited, Montreal. The illustration here is typical of the clever work of J. Jules Brodeur, and more will follow. In this display the cravats are military stripes in very effective colorings; the hose of a light corn color, chamois gloves with black points, a new military walking stick of light tan. The ground is of puffed Rajah silk which shows up the cravats beautifully.

Leather Purse Souvenir

Quebec Store Offered One With Every Hat Sold—Razors for $2 Worth of Goods.

By Traveling Staff Writer.

MANY department stores have successfully tried out the idea of giving souvenirs to customers in their men's wear departments. Whether the same idea could be carried out with equal success in the ordinary haberdashery or clothing store is a moot point. By their very bigness the department stores are able to give away something nice, which has cost them a very low figure. On the other hand, the souvenir is often confined to a single department.

The Paquet Company, the largest department store in Quebec City, conceived the happy idea of giving away safety razors in their men's wear department on Souvenir Day. To secure a razor, it was necessary for a person to spend a dollar in the store. If he spent two dollars, he was entitled to two razors, and so on. One wonders how a store could afford to give away razors with such prodigality. Further on, it is shown that in reality the customer paid for the razor, whereas on the face of it, it appeared he had been given a safety razor free of charge.

Only one blade was given away with each razor, and as the Paquet Company is the only firm handling this type of razor in Quebec, if a man continues to use the razor, he is compelled to purchase the blades at this store. If he buys two packages of blades, he pays for the razor; if he buys only one package, the razor has cost the firm 2½c. The chances are that a good many of the customers will continue to buy blades at the store, so that really the giving away of razors has opened up a profitable source of business.

These souvenirs were made by a firm who were able to supply this Quebec store with 1,500 razors at 2c each. With freight, duty and war tax added, the cost was brought up to 3c.

One of the secrets of success in giving away souvenirs as a means of attracting business is to announce it at a time when a holiday is due, when business is bound to come into the store anyhow. Something along these lines may bring half as many more people into the store. It takes a simple thing like this sometimes to turn people from one store to another. Women will go anywhere if they think they are going to get something for nothing; but it must be something worth having, or the thing will be a fiasco from the beginning.

A store which offered a purse with every man's hat sold on the Saturday before Easter sold so many hats, they were compelled to send outside and buy up eleven dozen more purses to supply the demand. These purses were picked up by one of the firm's buyers in Belgium, and would have cost half a dollar each in the retail stores here. The idea was a good one as the store had the biggest sale of hats in the firm's history. The sale was helped by making a display of hats and purses in a window several days before the souvenirs were given away.

Souvenirs are more likely to appeal to women than to men. Better class people do not care to trade at a store which is giving things away. If the gift can be made a sentimental one, all the better. A store which offered a rose with every pair of gloves sold, took pains to show its patrons that these were given as a season offering, and that the gift did not interfere with the quality of the gloves. That was probably why so many people took advantage of the offer, for it gave a great stimulus to their glove business. Roses make attractive souvenirs for a men's wear store.

A PARABLE

"Spiff Not, That Ye Be Not Spiffed"

ONCE UPON A TIME a certain man who sold men's wear had several suits which had been with him—like the poor—always (or so it seemed). Every now and then he would buy fresh suits and every then and now he would dispose of them at a fair profit, but these several suits to which I refer hung around like those fleas within the coat of David Harem's dog. He could not get rid of them. They tantalized him by day and they haunted him at night. Whenever he turned round in his store he seemed to brush up against these suits and being only mortal and not being Job, the man became exceeding wroth.

And it chanced that one day at the Club (this happened before war-time when club dues were a pleasure) that a fellow men's wear dealer happened to say that he had had several suits hanging round the store and he had just cleaned the last of them out. "They were old-fashioned and quaint," he said to our men's wear man; "good suits from point of material, but ancient, and passe—like some suffragettes—so I put a spiff on them and poof—it was a cinch!" And he smiled knowingly.

But our men's wear man stared open-mouthed. "Spiff?" he repeated. Then, "Spiff?—I don't take you."

"Ah, a trifle—verdant—green, eh?" queried the other pleasantly. "Well to put a spiff on a suit is to offer a consideration, a commission, a tithe, a bonus, or any old name you like, to the sales clerk who gets rid of the article you want sold. And he puts over the suit on which there is a spiff—known as "the spiff"—on some unsuspecting gink—and there you are. Naturally, when the clerk finds there is something extra in it for him he will do his best to get rid of the spiff."

Our men's wear man stroked his chin and gradually his features broadened into a smile. And he said to himself as he walked back to the store, "I shall put a spiff on those suits."

And he did. He announced to his clerks that the man who "put over" that blue serge suit that was about two seasons old in style, would receive a bonus of fifty cents. The same thing applied to a grey suit and to a brown and to several others. "Now, boys, those suits are now spiffs. It'll pay you to sell 'em. We've got to clean them out. And there's something in it for any one of you that can get one over on some man who doesn't know a thing about styles!

So the spiffing started. Bye and bye, one by one, the unwanted suits disappeared and as each one did, some clerk in the store was fifty cents to the good. And our men's wear man was tickled to death (which is Fifth Avenue for "very pleased") to think that the suits which had stuck like leeches were at last coming unstuck.

Alas, would that we could leave it at that. But there is an old proverb which says, "Spiff not that ye be not spiffed. For with what measure ye spiff it shall be spiffed to you again." And, being good chroniclers and true, we have to record that there was more than one spiffing operation.

It seems that a farmer came in from the country to the city and thought he would purchase a suit. And it chanced that he went to our men's wear friend. The clerk, seeing him coming, communicated to his fellow clerks that "here was something soft," and proceeded to tell the farmer that of all suits in the store this—a spiff—was the *suit. It was a cracker-jack, a top-notcher, a pippin, a daisy and a dandy. There never was a suit under the sun which could look so well on him, i.e., the farmer, as this one would. Yes, sir, it fitted like the paper on the wall; it might have been made for the farmer himself. In fact, that suit was IT.*

The farmer, being an ordinary individual and not proof against the eloquence of this clerk who was after the fifty cents "spiff," listened, with his eyes and mouth alike wide open, and you would have thought by the way that he regarded it that that suit was nothing less than the King's own private pea-jacket or Joseph's identical coat of many colors. So he bought it. He thought he had a bargain. Alas, he only got a spiff.

He took it home and next Saturday there was a barn-raising. The farmer spent an hour dressing, and dolled himself up (which is high-brow for "dressed") in his new suit. And he thought he was a nut! He was, but not that kind of a nut.

All the fellows clustered round him, and he beamed on them all, confident that he had on the best suit and the latest in the room.

"Pipe the heirloom," said a friend. "Who died and handed down the family vestment?" said another, and a third informed the farmer that Queen Anne was dead!—which is a facetious way of pointing out that that was the newest thing extant. So the farmer began to understand that they were laughing at him because of the cut of his suit, and he said,"Why, don't you like it?"

Chorus of "You bet," "Peach," and the like. But the irony got home. "Who sold it you?" said one. "So-and-so," said the farmer.

"Do you mean to tell me that he put that old-style thing over on you for a new suit?" queried a third. Why, if he did, he wouldn't get me to buy a suit there."

"Nor me." "Nor me," echoed the others.

And it came to pass that the man who had sold the spiff thus lost a big lot of custom, and all because he had spiffed, and spiffed below the belt. There is no sin in spiffing so long as you tell your customer all about the suit which he is thus getting more cheaply. But it isn't safe to spiff in the dark.

And the moral is "Spiff not unto others as you would not they should spiff unto you,—because if you do you may get yours."

H. S. E.

"I don't believe in shutting myself up in a room at the back of the store."

Importance of Personal Contact

Based on an interview by staff member with Mr. C. H. Vermillyea, Belleville.

"I come out and shake hands with a customer when the clerk is through.

SUPPOSEDLY, nobody is in business these days for his health. If he is not, he is in business for his pocket. To get money into his pocket he has to get people to buy his goods. To get them to buy, he has to sell. Salesmanship, in the opinion of Mr. C. H. Vermillyea, of Belleville, Ont., is most dependent upon courtesy. "Knowledge, ability and courtesy," says he, "these three—but the greatest of these is courtesy. That is a good business Scripture for a live retailer. Far more depends upon politeness in business than people seem to be aware of. In my estimation it is the root cause of success."

Mr. Vermillyea has been in the men's wear business in Belleville for thirty years and more.

"Courtesy has always been my keynote. It is part of my creed which may be summed up in two words: 'Give Satisfaction.' A first essential—or so I have found it—is to be on good terms with your customers. Employ personal contact. Get to to know them. Chat with them. And see to it that your employees do likewise. I would rather have a clerk behind my counter who was polite, pleasing, cheerful and chatty than one who might be a cracking good salesman, but a bear and a boor. Look a it like this," went on Mr. Vermillyea. "The public come in here and give me their business. They buy my wares. In a town like this—Belleville—a certain number of people come and stay and don't go away; they are here from boys. Now if you get one of these young fellows in and satisfy him, please him, let him know you want his trade, he will come again and give you his trade whenever he has to buy anything in your line.

In Touch With Everybody.

"I believe in letting my customers know that I want their business. I don't believe in being so independent that I shut myself up in a room at the back of a store all day and never come out to see a customer. I make a point, whenever it is possible, to personally get in touch with everybody who comes into my store. I am here from early in the morning to late at night, and when my clerk is through serving a customer, I come out and shake hands with him and have a word with him and pass the time of day. I talk to him about his family, if he has one, and about affairs that would interest him, or town politics"—and here Mr. Vermillyea smiled—"anything at all that will interest him. I believe in extending the glad hand. I believe in having my customers remember that they come to a store to buy their men's wear articles where they get a smile and a thank you for bothering to come.

"I don't mind if the man or woman who comes into my store thinks that I want their business. I do, so why make any bones about it? And I know myself what bright and cheery words will do and I know that I look for it myself from other people, so I suppose they look for it from me. And they get it too."

The Best Advertisement.

"Then again I always try to remember that a satisfied customer is the best advertisement any store can have. A man can advertise until he covers the first sheet of a newspaper every day, but if he hasn't got courteous and polite salesmen to sell the goods to the people who answer that ad., then it is no good; he might just as well put the money in his pocket. And you can dress your windows so tastefully and so nicely and so attractively that you get the whole town into your store, but if, when you get them there, you don't treat them properly—why of course they won't come again."

New Pants After Three Months' Wear.

"I believe in having my customers absolutely satisfied. It's worth anything to me to see that they are satisfied. I would return their money and do more than that to keep them if I thought I was losing them through some fault of mine. For instance, a man came in here the other day, having bought a pair of pants for working in about two or three months previously. Apparently these pants had worn out before they should have done, so I never said a word, but went over to my stock and brought out another pair, wrapped them up and gave them to the man."

"I did not come in here to get another pair for nothing," said the man, confusedly.

"I know you didn't," I replied, "but if I did not make some sort of reparation you would not be satisfied. I don't want anybody to come into my store who is not satisfied."

"But look here, Mr. Vermillyea, I did not come in here"—

"I know you didn't," I replied again, "but I want your business. Here's my way of getting it. If you go out satisfied now won't you come back again?"

"Of course he would," went on Mr. Vermillyea to The Review.

"That is a simple way, I think, the simplest way, of making good in men's wear or any other sort of wear. Give the man the goods, give them to him with a smile and a nod and a 'How-are-you?' And above all, see that you are giving him what he is asking for: what he expects to get, and what you have promised him. Then you won't have any need of bargain sales to get the business. People will say of you, 'Well, that man gives what he promises. We'll shop there again.'"

Interior view of handsome hat department of Geo. Mills & Co., Kingston.

Article based on Staff Writer's interview with Mr. Wm. Mills.

KNOWING WHERE YOU ARE AT IN HATS

"THERE is in my opinion," said W. Mills, of George Mills & Co., Kingston, Ont., "no factor which plays such an important part in business to-day as system. Salesmanship is a big point; display has its place, and a front place at that, but in my estimation system in stocktaking, buying, and, indeed, right through your business is of paramount importance."

Apparently the George Mills & Co.'s store in Kingston practises what it preaches. Here is system personified. The store concerns itself with furs and hats. "We hat everybody, men, women and children," is the slogan of this store. The big share of the hat business is, of course, in men's hats. All lines and all prices are sold. The popular hat seems to be in price about $2.50, while a number of $2.00 hats are sold it is not found necessary to reduce hats below this level frequently for business-getting purposes. At this store there are 75 feet of show cases. All these contain hats—men's hats, and in every hat there is the name of the firm and the trade mark, which is reproduced on this page. The bottom floor at the front is devoted to hats, and again the major part of the upstairs floor is used as store room for hats, single samples of which are featured downstairs.

Keeping Track.

The system employed in keeping track of the different hats so that at any minute the proprietor of the store can find out exactly how many and what particular line he has in stock is not at all elaborate but is very effective. A number is stamped in the band inside the hat. This number is then duplicated on a little ticket which is placed inside the band on the outside of the hat. When the hat is sold this little ticket recording the number corresponding to the number inside is kept and placed in a box on the counter. The clerk who makes the sale then collects the slip and goes upstairs and by reference to his pocketbook finds out exactly what line he has sold and brings another down from stock to put in the place of the one sold downstairs. In this way every line, every size, every shape, every material is thus displayed by single sample. There is not a plethora of hats of one kind and a dearth of another. Every line is represented; none is excepted.

When the slip is taken upstairs the stock book is re-

NUMBER	FROM	DATE	DESCRIPTION	COST	SELLING	QUANTITY
999	Kyd & Co.	24-5-15	Bell. Piccadilly. — Grey Sweat.	(Cypher)	(Cypher)	6 doz.

Sample page from the stock book of Messrs. Geo. Mills & Co., Kingston. Odd numbers are stiff hats. Even numbers are soft hats. Caps are C1; C2, and so on. Straws are S1, S2 and so on. Each kind has a separate place in the stock book.

ferred to. We reproduce on the preceding page a sample of this stock book. From this it will be seen that the number of the hats, the maker, the date it was bought, the description, the buying price, the selling price—these last two in cipher—and the number on hand are all recorded. When one hat is sold out of the downstairs showcase and another brought down from upstairs to replace it, the fact is marked in this stock book, so that at any time the proprietor or the clerk can find out exactly how many samples and how many lines are in stock either upstairs or down.

WEEKLY HALF HOLIDAYS IN ONTARIO

Towns and Cities Where It is Being Observed—Annual Feature of This Paper Published for Benefit of Travelers of Wholesale Houses and Manufacturers — The List a Lengthy One and Growing From Year to Year.

THE following is a list of a number of the towns and cities in Ontario where a weekly half holiday is being or will be observed this year. It shows that the merchants in Ontario are more and more interested in their personal welfare and that of their clerks. This half holiday gives them all an opportunity to get away from the store once a week and out into the pure, fresh air. The Review would like to hear from merchants of any town which is not represented here, and where the half holiday is observed:

ARNPRIOR—No half holiday.
AYLMER—Every Wednesday afternoon during June, July and August.
BARRIE—Wednesday, June, July and August.
BEAMSVILLE—Wednesday afternoons during June, July and August.
BELLEVILLE—Wednesday afternoons during July and and August; not general among the grocers.
BOWMANVILLE—Wednesday afternoons during June, July and August.
BLENHEIM—Wednesday afternoons, June, July and August.
BRACEBRIDGE—No movement yet for half holiday.
BRADFORD—Thursdays during June, July and August.
BRANTFORD—Wednesday afternoon June, July and August.
CHATHAM—Thursday afternoons, June, July and August.
CHELMSFORD—No half holiday this year so far.
COBOURG — Wednesday afternoon during summer months.
COCHRANE—No half holiday.
DESERONTO—One p.m. Wednesday during July and August.
DUNDAS—Wednesday June to September inclusive, with grocery stores closing in April.
DUNNVILLE—No decision yet. Petition asking for half holiday Wednesday June to September.
ESSEX—Thursday afternoon at 2.30 o'clock during June, July, August and September.
GALT—Thursday afternoon during July and August.
GUELPH—Thursday, June, July, August and September.
HAMILTON—Every Wednesday afternoon during summer months.
HANOVER—No arrangements yet.
HAVELOCK—Wednesday, June 16th to August 25th.
HAWKESBURY—No weekly half-holiday decided.
HESPELER—Wednesday afternoons during June, July and August.
JARVIS—Thursday afternoon during June, July and August.
KEEWATIN—Wednesday afternoon during June, July and August.
KENORA—Wednesday afternoon at 1 o'clock during June, July and August.
LATCHFORD—No holiday.
LEAMINGTON—Every Friday at 12.30 p.m. from May 1st to Sept. 30th.
LONDON—Wednesday afternoons from May to September, inclusive.
MADOC—Thursday afternoon from June 17 to August 19.
NEWMARKET—Wednesday afternoon during June, July and August.
NIAGARA-ON-THE-LAKE—No weekly half-holiday.
NORTH BAY—Stores close at 1 p.m. every Wednesday during June, July and August.
NORWICH—Wednesday afternoon during June, July and August.
OAKVILLE—Wednesday at 1 p.m. for May, June, July, August and September.
ORANGEVILLE—Wednesday half holiday during July and August.
OSHAWA—Wednesday afternoon during summer months.
OTTAWA—Thursday afternoons during June, July and August, and first week of September. Movement among some to close Saturdays at 1 p.m.
OWEN SOUND—Wednesdays during July and August.
PALMERSTON—No weekly half holiday.
PARRY SOUND—No arrangement yet.
PETERBOROUGH—Thursday in July and August.
PORT HOPE—Wednesday afternoon during June, July and August.
PRESTON—Thursday afternoons until end of August.
RENFREW—No half holiday.
RIDGETOWN—Wednesday, during June, July and August.
ROCKLAND—No afternoon holiday.
ST. MARY'S—Wednesday, during June, July and August, at 12.30.
ST. THOMAS—Wednesdays, during July and August.
SANDWICH—Thursday afternoon during summer months.
SARNIA—No decision yet.
SAULT STE. MARIE—Thursday afternoon during May, June, July and August.
SIMCOE—Thursday afternoons during June, July and August.
SMITH'S FALLS—Wednesday afternoons during June, July and August.
SOUTHAMPTON—No half holiday decided on but matter is being discussed by local paper.
STAYNER—No movement yet.
TILLSONBURG—Wednesday afternoons during June, July and August.
WELLAND—Wednesday afternoons during June, July and August.
WHITBY—Wednesday afternoons during summer months.
WINDSOR—Thursday afternoons during May, June, July and August.

GOSSIP OF THE TRADE

Tacking on Personal Names to Popularize Hats—The Origin of "Spiff"—When There's Only One Shirt for Two—Natural Division of Furs and Hats in a Store.

A CORRESPONDENT, who signs himself "Irishman," and the postmark on whose letter is that of a town in Eastern Ontario, has written asking me how the term "Kelly" ever came to be used for stiff hats. It is strange how these names stick to some particular shape. "Derby" and "Christie" are inseparable from this style of hat, but "Kelly" is a comparatively new cognomen, and is reserved for the low crown wide brim style which came in three or four years ago, and has since bade us adieu. At that time, the Kelly song was in everybody's mouth, and some imaginative manufacturer applied it to this hat, and it caught.

I think it was Alex. Nelson & Co., of Montreal, who brought the name to Canada; at least they did a lot to make the hat famous here. Alex. Nelson was in New York, and spotted this low crown wide brim hat. He rushed some to Montreal, and advertised them as "Kelly" hats. They sold like hot cakes, and several repeat orders were sent in.

Nelson tried to hitch a popular name on to the new bullet-shaped hat which is now being worn. He called it the "Jess Willard." Come to think of it, the hat does have a pugilistic look about it. To advertise the name, Nelson built a miniature ring in his store window, and made it the basis of a hat display. The ring was an exact reproduction of that at Havana, with a small pail for sponging the pugilists after the fight, miniature towels, chairs, bottles of liniment, and in the middle the new high crown bullet-shaped derby.

It was rumored that a fight would be pulled off in this ring, and large crowds assembled in expenctancy. At the hour appointed, the police intervened, and the fight was never pulled off. The biggest trouble was in getting black and white individuals small enough to go in the ring. The advertising was splendid, but the Jess Willard did not take as well as the Kelly.

* * *

SPIFF AND ITS ORIGIN. Another correspondent inquires whether the term "spiff" is Canadian, and what is its derivation. For the past twenty years the term has been familiar to me. It signifies a commission offered to the clerk able to dispose of a suit or overcoat, or anything else that is sticking. Many merchants find it very effective to put a "spiff" of twenty-five or fifty cents on a suit, and it is surprising how quickly it will convert a poor clerk into a good one. The word is not in Webster, nor in any other dictionary around the office. Perhaps some of the elderly readers of this paper can tell me how far this word dates back, and whether it is in general use in the United States or Great Britain. The word is commonly used as a slang expression, meaning a "tin horn sport." In England, to be "spiff" means to be in good condition physically; but that term is of a different family to the old one about which our correspondent writes.

* * *

A SINGLE PINK SHIRT FOR TWO. Many of our reades no doubt are continually running up against problems in their stores on which they would like to have the opinions of their fellow haberdashers. I was in a Montreal store conversing with the manager recently, when the store began to fill with customers. He left me for a moment, as there were too many for his clerks to handle. The man whom he served wanted a pink shirt, but his size was not in stock. Seeing one on the counter, the manager wrapped it up, and sold it. It happened to be a $1.25 line, which he was clearing out at 98c. for a leader. Unfortunately, the shirt had already been sold, and was lying there until the purchaser returned. He was faced with the option of explaining the situation to the customer, and asking him to choose another color, or of giving him something better. It was a new store, looking for all the business it could get, and the manager was taking no chances. He replaced the 98c line with one at $2.50.

* * *

HATS AND FURS. WHY? The lamented death of Duncan Stewart, buyer for James Coristine & Co., Montreal, on the Lusitania, and the narrow escape of the buyer for Boulter-Waugh, Ltd., reminds me that the largest fur houses in Montreal handle a line of hats in the Summer. And what is true of the wholesale houses is true of retail stores, too. The number of furriers in Quebec and the Maritime Provinces who handle hats, is almost legion. I have not been able to find out yet why these two lines almost invariably go together.

There is a connection between them, as most hats are made from fur; but this fact does not make a furrier a better hatter. The only reason I can see why these two lines should be adapted to one store is that one occupies the whole of the Winter, and is then dead, whereas the other fills time in the Summer. For years and years hats and furs have gone hand in hand. The retail firm of Marchand, Montreal, and his brother in St. Johns, Que., have confined their trade to these two lines for thirty years or more.

C. W. B.

Hay & McCarthy have succeeded M. J. Dedman, men's furnishings, Toronto.

Mr. E. R. Johnston, tailor, Gleichen, Alta., has sold his business to Messrs. McCrimmon & White, and will locate in Winnipeg.

Interior view of Robert store in Sherbrooke, once a moving picture theatre. The equipment is very handsome and designed to give the maximum of display and convenience. A row of show-cases runs above the stock boxes. Chairs are provided for ladies. On the left are hats and on the right furnishings. The gallery is eight feet wide.

FROM MOVIE THEATRE TO HIGH CLASS STORE

Specially Designed Front to Provide Maximum of Display—Upper Row of Illuminated Show Cases—Only One Size of Shirts Shown to a Customer—Table For Ladies—Beautiful Equipment.

Special for The Review by a traveling staff writer.

SHERBROOKE, June 12.—To look at the store of La Cie J. A. Robert Ltee., Sherbrooke, one would hazard a guess that a Broadway haberdasher, tired of the swift New York life, has sought relief in the quietness of the Eastern Townships. It has an elegant front. Its window trims are of the finest, and the interior equipment, I venture, is equal to anything in Montreal or Toronto. Its show cases are trimmed with consummate taste. A gallery extends along both sides, and at the rear, is utilized as an office.

It is not a Broadway importation, however, but a strictly Canadian store from beginning to end. The two men who run it learned what they know of haberdashery in Sherbrooke. J. A. Robert, the president of the company, was formerly in business with Z P. Cormier, furrier, and left him to start up business for himself. After three years, he went into partnership with F. J. Coderre, vice-president, who for eighteen years was with L. A. Coderre, furrier and haberdasher, Sherbrooke. Mr. Coderre does all the trimming, and attends to the financial end of the business. Twice a year he takes a trip to New York in search of ideas, going there in August and February. The company was incorporated in May; thus they have been in business about a year.

A New Style of Front.

When they took this building over, it was a moving picture theatre, and the first proposition they were up against concerned the window. The building was situated on a hill, and there was a danger, if the store were built in conventional style, of people passing by without seeing a quarter of what was being shown. Before building the store, these two men went to considerable pains to find out what style of window would give them best results. The front was examined from every point of view. Eventually they decided on the curious shaped structure seen in the picture. One glance is sufficient to prove that they are securing a maximum of advertising service from these windows. A person walking either up or down the hill sees about three times as much display as he would had the windows been of the conventional style. The contractor declared they were foolish to build their front this way, and said it could not be done. It was done, and Robert Ltee., have never regretted their departure from convention.

An Air of Excellence.

The background of the window is made of birch, with mahogany finish, which seems to be ideal for a men's furnishing store. Lavish use is made of plush for decorating purposes. The cards are neat, and cleverly executed. More important still, elaborate use is made of ferns and flowers to give color touches to the trims. The whole front is designed to give an air of excellence to the establishment, even to the name on the window.

The store is 85 feet long, 27 feet wide, and 18 feet

high. The front is only 21 feet wide on account of the stairway leading to the office, which is located over the window. The galleries are each eight feet wide. The ceiling is of white metal, the lighting being of the indirect type. The lights in the window are not visible from the outside, being hidden in the ceiling.

Furs and men's furnishings are the lines carried. In Summer, furs are relegated to cold storage, all energies being concentrated on the furnishings. As far as volume goes, a bigger business is done in furs. The two together amount to close on $40,000 per year.

The left hand side of the store is devoted exclusively to hats, and the other side to furnishings. The former are carried on bars in glass cases, which extend to the height of the gallery. There are several wall mirrors of the same size. Hats are also shown in silent salesmen. Caps are carried in large drawers at the foot of the wall cases. It is their intention at a future date to display caps in small drawers with glass fronts.

No Old Stock Left.

Their stock of hats is of the latest. This is made possible by clearing out every hat in the store at a reduction as soon as the season is over. When August arrives, straws are cleaned out at a dollar, regardless of cost. They figure that if they make a profit of $1 to $1.50 on each hat during the Summer, they can afford to sell what are left at the end of the season at a loss. The same with stiff and soft hats; as soon as a little nice weather appears early in the year, sales are put on at a dollar. Last Fall they had four straws left at the end of the season, which they donated to the poor house.

Shirts are carried on the right hand side, in glass fronted drawers, holding half a dozen or more. They are arranged according to sizes. A person buying a shirt is asked for his size, and is shown only the stock in that size. Sales are often lost in other stores because a customer likes a certain pattern, the size of which is not carried in stock. He will go to another store, whereas if he had seen only the stock carried in his size, his choice would have been confined. Robert Ltee have found these drawers a great help in making sales expeditiously.

Table for Ladies.

Neckwear is carried in similar, only smaller drawers. A ledge can be drawn out, and the neckwear displayed. These drawers are also considered good tie salesmen, as a customer, after looking at the stock carried on racks, invariably turns to these drawers, thinking the neckwear of better quality in there. A table with oval surface, and two chairs, stands near. This is for the use of ladies, who take time in choosing furnishings. A woman will take fifteen minutes to choose a tie, whereas a man will be outside the store within five minutes. Recognizing this, the firm has provided tables for ladies on both sides of the store. The surface is covered with a hide, (an ad. for the line of gloves they handle), which makes a dainty resting place for ladies' hands.

Socks are carried in cardboard stockboxes, and are not exposed to view, except on a counter stand. They might be carried in individual drawers, with glass fronts, but these are not available. Drawers are used for showing gloves, each drawer having four compartments.

Only one line of collars is carried. They consider this best, as it is not then necessary to carry a heavy stock. A new line recently introduced is handkerchiefs in boxes, which are shown in a small cabinet on the counter, retailing from 10c to 50c each. These handkerchiefs are sanitary, and are appreciated by their patrons. They are ready for use, which is the way a man usually requires a handkerchief. A man with a cold, who uses a starched handkerchief, is liable soon to be troubled with a sore nose. Sherbrooke and district draws a large number of tourists in Summer, who often need handkerchiefs in emergency cases. Other handkerchiefs, usually purchased by ladies for their husbands, are also kept in stock.

Trimming Cases Above Stock Boxes.

It will be seen from the photographs that this is a roomy store. Above the stock boxes on the right is a row of display cases, eighteen inches deep, stretching almost the full length of the store. The trimming of these cases is equal to the best work in our metropolitan cities. They are illuminated from within.

Unusual arrangement of front in Sherbrooke store to secure extra display facilities.

GIVING AWAY A 72-CENT BASEBALL OUTFIT

Big Extra Business in Boys' Suits for Smith's Falls Store — Good Value With Sure Satisfaction—Cup for a Junior Baseball League.

Special for The Review by a traveling staff writer.

> *"Free with every boy's suit: this baseball set: glove, ball, bat."*

ANY one can judge the effect a sign like this in the window of a men's wear store would have on the youthful members of the community when the baseball fever was coursing through their veins in the Spring. Indeed the effect is very marked at any period of the year when outdoor sport is possible but particularly in the springtime, when the game of "scrub" seems to appeal most to the boy out of school.

This notice did appeal to the boys of Smith's Falls and brought them into the store of the Canada Clothing Co. for their suits. It should be mentioned that the drawing power of the cards with the announcement in the window was increased many fold by the presence there of the aforementioned, glove, ball and bat as well as, incidentally, the suit itself. The latter would probably carry more of an appeal to the mother or father who had the money to provide than the baseball bat and accessories.

This was one of the most successful selling schemes ever adopted by the Canada Clothing Company and a large number of suits were sold to boys who had never been in the store before. Whether they will come again depends upon the value of the suit, but the proprietors are confident that the value was good enough to bring them back. The whole point was that they wanted to get them in to buy for the first time. This is the main idea with a men's wear dealer, to get the public in for the first time. He knows then that it is up to him to satisfy that customer in such a way that he will come a second time and become a regular patron of the store. This is the secret behind the attractive display in the windows, this is the secret behind the engagement in the larger stores of a man to spend his whole time in window dressing—the efforts to bring the people from the outside to the inside of the store and enable the salesmen there to have an opportunity to exert their persuasive powers upon them.

Be Careful of Value of Premium.

The giving of a premium like this must be carefully planned. There are some premiums that we have seen in various stores that fill the purpose of drawing the public in but they are of such a quality—degenerating often into mere trash—that the advertising effect is hurtful rather than helpful. In such cases they deter business instead of increasing it. Souvenirs that serve no useful purpose or that will not last for some time are practically worthless. That is why such an effort is made to get goods that will be preserved in the home, and that may remain a souvenir of the enterprise of the firm that gave them and continue as a link between them and the recipient.

Mr. Harry Scott, who has been the manager of this store for some time, stated that the quality of the goods was such as would be approved by any boy who had any knowledge of the great American game. They were not of a cheap line that would crack with a swift strike, nor would the ball go to pieces nor the mitts rip. They were of such a quality that they would last just as well as the best balls, bats and mitts that were bought from the special sporting goods stores. The cost of the three combined averaged 72c so that the value was excellent and at the same time, even in the lower priced suits, the firm continued to sell the goods without any increase in the cost, considering that the giving away of the baseball set was good advertising and although it lessened the profit on the particular suits that were sold, yet it established connections for them that would be very beneficial in the future.

Carried the Mitts on Their Hands.

The eagerness of the boys after the incident of getting the new suit was attended to by the mothers, was shown by the fact that they very often objected to having their new treasures wrapped up but would go out of the store carrying the bat in the hand, the ball probably in their pockets and the mitt on the left hand and in this way parade up the street, letting everyone know that they got it free from this firm. It is a curious fact, that has little to do with this story, that not a single right-handed glove was given out. In other words, as a member of the firm said, there was no "left-handed kid in town,"—or in the surrounding country for that matter, because a larger number of sales were made to boys in the neighborhood.

One of the partners in the business went further than this and donated a cup to be competed for by a Junior baseball league in the town, a new venture which created such lively interest that four teams soon were organized and entered. The age limit was the sixteenth birthday and the firm had to do some investigating to make sure that all was on the square. At the time of writing at least two league games are held weekly.

CANADA AND SWITZERLAND.

Switzerland Has Not Been Isolated by Reason of the War —No Interruption of Traffic.

Certain unfounded rumors having led a part of the Canadian public to erroneously believe that Switzerland was completely isolated in the centre of Europe between four powerful belligerent nations, and, since the entry of Italy into the war, had been shut off from any outlet on the sea, and was consequently prevented from exchanging products with Canada, Mr. Henri Martin, Consul-General of Switzerland for the Dominion, has just received from the Swiss Political Department at Berne the following cable:

"There is in Switzerland absolutely no interference of traffic with foreign countries. All said traffic goes through French ports direct via Great Britain. Routes through Rotterdam could also be used, but sailing opportunities are scarcer from Holland."

All Canadian newspapers are respectfully requested by the Consulate-General of Switzerland in Montreal to kindly reprint this information. The Consul-General states also that, according to a recent agreement with the Swiss National Bank and the Bank of Montreal, all Canadian payments intended for Switzerland can be made in Canada through the channel of all offices of the Bank of Montreal in the Dominion.

WHAT THEY ARE WEARING IN LONDON

By MACLEAN, LONDON

BY now I suppose that you people over in Canada are well into anxious discussion of styles for next Fall. I have been able this last week to procure some information here on the question with regard to what Englishmen will wear during Autumn and Winter.

First of all, a word or two about how the clothing trade is over here just now. Practically all of our men between 20 and 30 (as doubtless you hear from the newspapers) are in khaki. Never was such a khaki town as London. It is a case of "khaki, khaki everywhere." All this, of course, is very good for the men who are manufacturing this class of goods, but it is not so good for the tailor who depends for his living on making up two or three suits a year for the average man. All our young men who were wont to haunt Park Row, Piccadilly and Bond Street, instead of getting a riding suit for morning, a lounge suit for afternoon and a new dress suit for evening, find their khaki sufficient for everything. The "Nut" is no more; he is a khaki "nut" now. This is making an immense deal of difference to the tailor and clothier. The only men left in London to make clothes for now are the middle aged and older men still. A great many of our young married men are going to the war and anyway, theirs is not the class which makes good custom for the tailors.

Few Changes in Style.

I don't know whether this is the reason, but at any rate the fact remains, designers have not been busy with many changes for Fall and Winter wear. It may be that the dearth of clothes to be sold in Autumn and Winter—just as in the Spring and now—is such an important factor that it is affecting the question of new styles, but the fact remains that virtually there are no new styles. Suits for autumn show little alteration. I was looking at one in the shop of a very smart West End tailor, and he pointed out to me that the main lines of the coat are just the same. If anything, the lapel is a trifle squarer and, after the fashion of the American models for next Autumn, which I have seen here, it fits further back on the shoulder. The breast pocket is optional, but I understand that in most cases it will not be worn this next season. I think I have remarked about this before; it is regarded here still as an American habit and the Englishman is slow to take it up.

The Vest, Long and Narrow.

There is, however, some change in the vest. For a long time now the style here has been gradually tending towards a long and narrow vest rather than one high and broadly cut. As a matter of fact the high vest has not been popular for a couple of years; the trend has been towards the longer vest but last season, consonant with this was the tendency to have a fairly wide opening. All the new vests for autumn wear, however, are narrow to the extreme. The opening is more of an acute-angle isosceles triangle than an equilateral triangle. For myself, I think the new fashion is a smarter one and gives better height. There is another phase of this question, too. The bat-wing bow tie is becoming very popular here this Summer—I saw quite a lot on the river the other day—and the bow tie is much better when showing above a long and narrow vest opening. It does not suit the broad and squat vest.

Knitted Ties in Khaki.

Apropos of this question of ties, the knitted tie seems to be coming more strongly than ever. The other day I was looking at the shop of a man whom I graciously allow to supply me with neckwear and he showed me a very smart thing in a knitted khaki silk. This color looks extremely smart when made in a knitted tie. The tie was rather wider than we have worn here for some time—they were very popular, as a matter of fact, about five years ago—and it will look very well I fancy with a narrow vest opening. There is a prophecy that black crepe will have a great vogue for this Fall. Half the country is in mourning, of course, and it may be on this account, but apart from such a reason, the Englishman has always been very partial to a black tie, either knitted or crepe. Crepe is useful because it is always negligee and yet always smart. For business wear or formal wear there is nothing better than a smart and high class crepe de chine.

I do not know whether it is quite safe to mention as yet a distinct Fall fashion but my tailor tells me that in Autumn and Winter the military cape, so long buried and defying most attempts at resurrection, is coming back again. This is really a cloak overcoat, and in dark blue or black looks very well. It is rather along the line of a cavalry cloak.

As to overcoats in general, I fancy the average man over here is going to stick to the long and heavy ulster for Winter's wear; such men indeed as are amongst us to wear overcoats of any sort. Lapels are long and sweeping; the buttons button through; and velvet will not be seen upon heavy overcoats at all. Cuffs on overcoats will be fashionable again—more so than straps over the sleeves I am told.

Personal Notes.

I see by the papers that you have been having Cyril Maude in Toronto. We miss Mr. Maude very greatly from this side and I suppose your readers will have had an opportunity, in some sort, to see what a well dressed man Mr. Maude is. I don't know just what he is playing in over there—or is it "Grumpy"? I heard it was—but as a dresser Maude is regarded as tip-top over here, second only to Sir George Alexander, he of the creased trousers.

Maclean
London

DRIFT AND SHIFT OF NEW YORK STYLES

What is Indicated for Fall—Black or Pearl Grey in Soft Hats — Diagonals and Big Patterns in Neckwear—Rather Form-Fitting Overcoat — Striking Color Effects in Fall Shirts.

Special Correspondence of Men's Wear Review.

Office of Men's Wear Review,
115 Broadway, New York.

AT this season one cannot take the various showings in the shops as a barometer of style, for July and August is unloading time when S. O. S. Reduction Signals are flashed from every window—in other words, a clearance of shelves to make way for Autumn goods. Therefore, it is better to scrutinize carefully what well-dressed men are wearing for time, place and occasion to analyze the vagaries of Dame Fashion to obtain a very good idea of the drifting tendencies.

In shirts, silk and cotton mixtures, madras and percales are unquestionably more in demand than the pure silk garment. Silk shirts started off this Spring with all the vigor and favoritism attained last year, but somehow they have gained little, if any, new ground. As a matter of fact, New York shops right now are a great bazaar of bargain sales, and silk shirts are piled knee-high in every offering. This does not indicate that the silk article is not liked, but it proves that the general public cannot afford to indulge in so expensive apparel. In the best qualities it is a garment of elegance, but in the cheap grades it is most undesirable as to both appearance and durability. It is a fact that even the best silk shirt is a very perishable possession when intrusted to the laundries, and the upkeep is undoubtedly a stumbling-block. Reports, nevertheless, from exclusive shops are that silk is a big seller, but it is not fair to judge a commodity entirely by the demands of the exclusive customer. Soft cuffs on all Summer shirts are going well.

What's Best in New York

Madras and percales in better demand than silk for shirts.

Shirt orders for Fall call for "white grounds with combination narrow stripes and figured patterns, in striking color effects."

Laundered cuffs will be strong.

Pleated starched bosom will replace plain, old-fashioned stiff bosom.

Starched collar preferred for general wear.

Washable neckwear pushed more than before.

Polka dots break record for warm weather vogue.

Diagonal stripes and huge figured patterns in neckwear.

Soft hat for Fall — fine quality felt of Alpine shape in black or pearl gray.

Black derbies for Fall—full crowns and self-rolled brims.

Overcoats—form-fitting model cut medium short, bold lapels, two buttons, and velvet collar.

High Colors in Fall Shirts.

Autumn shirting materials show a combination of rich colors tastefully combined with white and tinted grounds. The important shops have already given their orders for the staples, such as madras, corded linen and the like, and their samples show a preference for white grounds with combination narrow stripes and figured patterns, in striking color effects. Grounds in dark colors such as worn last season are not likely to be popular, as they have a tendency to detract from the spic-and-span neatness that is desired in men's dress.

From all indications laundered cuffs are sure to be revived this Fall, and starched and semi-starched bosoms are on the way to take the place of the soft effects. Although the plain, old-fashioned stiff bosom is said to be scheduled for Winter wear, its acceptance is doubted by men of experience. As the pleated starched bosom is not only considered more attractive, but decidedly more adjustable to the free movement of the body.

Soft Collars Slow to Move.

Like an orchard full of blossoms, the shops this Spring were all showing quantities of soft collars, but sometimes the fruit does not materialize as abundant as were the blossoms. Not that the soft collar boom has been frost-nipped by popularity, yet the sales have not been anything like predicted. It is unquestionably a fact that the starched collar is preferred for general wear by smart men. They favor the soft effect on the links and for country sports, but on all occasions where it is desired to look spruced up a bit the starched collar is worn. In starched collars for Summer the low models, well cut away and preferably with square points, are most sanctioned. The extreme round points in the very low shapes is a style attaining some prestige with older men. The fancy self-figured starched collar is not much in evidence.

Shops everywhere are pushing washable neckwear to the fore. This is done, of course, every Summer, but it is more noticeable this season. White grounds with cherry stripes and spot effects predominate. In silk cravats, pongee with embroidered flowerets and cube designs in striking colors are shown, while Persian, Rajah and moire silks are much in the Summer light.

Polka Dots Make a Record.

Polka dots have broken all records for a warm weather vogue. This is not the verdict proclaimed by the elaborate showings in prominent shops, but by the number of smart men actually wearing neckwear of this style. Both open-end four-in-hands and bows are popular, and the polka dots range in all colors and sizes imaginable, chiefly blue

grounds, with either white or black spots, are in the majority.

The fad of wearing a four-in-hand and hat band to match claimed considerable notice a month ago, but we observe that it got practically no further than the show-window, that is, generally speaking. It is not practicable on account of the limitations, as few men could afford enough of both to satisfy the desire to wear a different cravat to avoid sameness. Cut silk cravats, in effects more beautiful in rich harmonious colors than ever, are scheduled for next Fall. Both diagonal stripes and huge figured patterns will be seen. There seem to be no striking novelties, however, in sight other than what may come in the form of weave and colorings. It comes from good authority that the vogue of bow ties for day dress will run far into the Autumn.

No Freaks In Straws.

Now that the straw hat season is here, we can assert with absolute sureness the most approved styles. We are evidently in the midst of a safe and sane straw hat season, for the conservative styles that marked the Spring opening are still in control of the situation. Since the middle of May some extreme novelties have broken through the lines, but it is too late now for them to gain headway. This time last year we had an influx of basket weaves, pierced effects and other freak novelties in straws that seemed to meet with undaunted favor, but from the displays in good shops and, better yet, the styles being worn by well-dressed men and, in fact, all men, nothing but modest taste is anywhere seen. Sennits, splits and soft straws such as Leghorns, Bangkoks and Milans are all favorites. The high tapering crown and the extremely narrow brims have disappeared from the better qualities. The fancy puggaree band is only seen on soft straws, and then not so much as the plain broad silk riband in either black or navy blue. Panamas in the expensive qualities are being worn, but not extensively by any means.

Black or Pearl Grey in Soft Hats.

There is every indication that the most popular soft hat for Fall will be a fine quality felt of Alpine shape in either black or pearl grey. Fancy fabric hats were not well received last Autumn, chiefly on account of the innumerable imitations in very cheap grades, and it is not at all probable that much will materialize along that line for some time to come.

Black derbies for Autumn are being designed with full crowns and self-rolled brims, which proportions harmonize better with the heavier weight clothing. From the most authoritative sources it is learned that the brown derby will have the chance of its life this Autumn. Every year at the appointed hour of Autumn's awakening we always hear the claim that the brown derby will be worn but, alas, it has thus far made no appreciable headway. Now, however, that color has eked its way surreptitiously into the good graces of even the conservative dresser, it does look reasonable that the brown derby would have its day. Why not? Brown is a pleasing color to the majority of men, and it goes well with most suiting fabrics.

Two-piece Sack.

The smart two-piece sack suit that seems to be in great demand at present is designed with natural shoulders, medium narrow soft roll-collar and cuffed sleeves, and apparently loose fitting, yet well cut to form to the curve of the waist-line. The trousers are cut slim and slightly tapering with cuffed bottoms.

Suits made of Palm Beach cloth, mohair and Shantung silk and silk mixtures have unquestionably met the popular demand for Summer comfort, and in variety no taste goes wanting, as every shop is prepared to show a large assortment.

White flannel suits and the combination of blue jacket and white flannel trousers are continually growing in favor. White flannel is considered more dignified than other outing material, and it is used more for social affairs than business or travel.

Velvet Collars on Overcoats.

In the Autumn styles of overcoats the most promising aspirant is the form-fitting model cut only medium short. It will have long bold lapels and only two buttons which button through. The velvet collar will be a stronger feature this coming season in overcoats than for some time past.

There seems to be no inkling of a revival of the balmacaan. It has evidently made a rapid retreat from popular favor, but like most well-liked styles, it will doubtless loom up again sooner or later. Extreme popularity is said to have killed the covert top-coat which came in last Spring as a good successor to the balmacaan. Mackinaws are to be a strong factor in Autumn clothing for outing wear.

What's Weak in New York

Silk shirts piled high on bargain table—too expensive.

Sales of soft collars not anything like predicted.

Fancy self-figured and colored starch collar not much in demand.

Fad of wearing four-in-hand with hat band to match makes little progress.

Nothing but modest taste in hats.

Fancy puggaree band seen only on soft straws.

Fancy fabric hats will not materialize much.

Balmacaan continues its rapid retreat.

Extreme popularity has killed the covert cloth.

Maclean
Newyork.

WHAT IS BEING SHOWN IN MONTREAL SHOPS . . . .

By MACLEAN, MONTREAL

AGAIN we have reached a sort of off season for haberdashery, the time when little new is arriving, and yet too early to talk of what will be shown for Fall, as retailers are just beginning to think about the matter.

The two race meets, Dorval and Blue Bonnets, have come and gone. It was noticed that those who attended and those who followed the races were wearing the most expensive of furnishings, including silk shirts. Soft collars were also worn freely.

Two-piece Bathing Suits of Wool.

As Montreal is expecting a big tourist trade this year, stocks of bathing suits are bigger than usual, and some interesting novelties are seen. Montreal being a getting-off point for Old Orchard, the better stores are handling suits for sea water bathing. These are of wool, in two pieces. The pants, instead of having a tape, are equipped with a narrow belt made of wool, passing through loops. They are made in shotted effect of black and red, and blue and grey. There is another line of wool, not so heavy, of a more open weave. This is made in blue, with red border around the neck, arm holes, and knees. Both these retail for five dollars. A very close knit wool in light and dark grey is being made for inland waters. This suit has no trimmings, and sells for $4. The better-class stores appear to have little demand for one-piece suits. The proportion for the other seems to be about one to ten.

Khaki Shirt of Soisette.

Difficulty in finding anything new is illustrated in the case of shirts, of which there is little that has not been mentioned on this page before. One of the things I ran across was a khaki shirt, made of soisette. The same shirt was formerly made of flannel, which is too heavy for this weather. There is a big demand for the soisette, one house which ordered eighteen dozen being compelled to repeat within a very short time. A soft collar goes with the shirt, and the store offers a poplin khaki tie, which is light weight, and goes well with this soisette. A heavier tie was worn with the flannel shirts. The retail price is $1.50.

Still More Patriotism.

I have talked a lot about patriotism and about shirts in these letters already but there is one thing, a novelty, which I ought to mention—that is the patriotic shirt. One store is featuring this. It is of silk, with double and soft cuffs. The design, a conservative stripe may be had in the red, black and yellow of the Belgians; the red, white and blue of the States, the green of the Irish, and so on, emblem of all the countries which we represent or which we are proud to call ally—not excluding, of course, our own beloved red, white and blue. This, however, has a streak of gold inserted too; whether that's to distinguish it from the colors of Uncle Samuel or not I know not. But there it is. These shirts are a novelty and with patriotism running riot possibly you will be able to tell a man's nationality from his shirt.

The average store is experiencing a very heavy demand for black and white Mogadores. In the west-end stores it is something of the past. As soon as anything like this becomes popular with the masses, the demand falls off, and they are compelled to look ahead for something new. Better-class stores are selling foulards mostly, in bandana style, also on yellow, red, and white grounds, with black and blue spots. Navy and white polka-dots are always big sellers in the Summer. There is a demand for crepe de chines in plain shades.

Close Fit Summer Collars.

Little can be said regarding collars. With so many soft collars being worn, and a special cutaway for Summer recently introduced, it is hardly likely there will be anything new coming along for some time in stiff collars. There is a close-fit khaki soft collar on the market, also a close-fit turnover collar, made of fine pique cord. The high-class stores appear to be meeting with better success with close-fit collars, more so with the pin than with the link. The tape in the new cutaway soft collars, which was intended to keep the collars down, has not been so very successful. In the medium-class stores the cutaway soft collar is the big seller. It is expected that the wing collar for Fall will have a slightly smaller wing, with very little bend to it. The only people wearing wing collars just now are those who wear bow ties.

Panamas Weakening.

The most exclusive stores state that Panamas are dead, and they are not afraid to say it. Many of them did not buy any new stock this year, and have never missed an order, filling all inquiries with old stock left over from last year. A certain retailer has filled his window with Panamas, which he has ticketed from about $3.50 to $7. It is understood that he bought up the whole stock of an Eastern jobber at $2, some of the hats being worth $9, wholesale price. It seems to show the way Panamas are going.

Sailors are the big sellers, both splits and sennits.

Leghorns are moving fairly well. There are two styles, the diamond-shaped crown, which is the best seller, and the fedora. Both sell for $5. The demand is for black bands on sailors, and fancy bands on Panamas, Leghorns, etc. Polka-dots are in fairly good demand.

It is rather early for blazers, but they are being shown. There are some in nice plain hunter's green and in dark blue. The stripes, however, are the big sellers.

Palm Beach Going Strong.

Palm Beach is going strong for Summer, and there is a big demand for plain khaki ties. It looks as though the public are only now taking a fancy to this color; in fact, manufacturers are taking it up stronger now than they did two months ago, both fancy and plain khaki. The flag ties which were put on the market by a Montreal manufacturer two months ago were a success, and they are still being manufactured.

Maclean,
Montreal.

WHAT IS BEING SHOWN IN TORONTO SHOPS . . . . .

By MACLEAN, TORONTO

THIS "patriotic idea" is the limit—to quote an English colloquialism. I see that Mr. Ely is displaying some regimental and patriotic suspenders. Patriotism in suspenders seems to me to be bringing down this patriotic idea to a fine point. If you have a relative in the London Scottish or any other regiment at the front you can now show your approval of his going there by wearing the colors of his regiment on your suspenders. All sorts and conditions of blendings and combinations may be purchased in suspenders and as a novelty they are certainly very attractive. These can also be had in red, white and blue and in the colorings of the Belgian crown.

The Sports Jacket.

Some little time ago a correspondent writing from London, England, was talking about a sports jacket. I imagine this kind of thing is like the one which is now displayed in Fairweather's window. This is dark grey, fairly heavy tweed, unlined, made in semi-norfolk style. There are, however, no bands at the back or front, merely a waist band and patch pockets, four of these. The buttons are leather, in fairly light brown color and the lapels, which are pressed down are fairly long. There are three buttons to the coat. This coat was primarily designed for golf wear and is therefore an admirable coat for Summer display in a city which is giving more and more of its time to this game.

The Norfolk Shirt.

Apropos of Norfolk styles, one of the very latest things we have seen along this line is the Norfolk shirt. This is in mercerised silk; the collar, which is polo shape, is attached to the shirt. The remarkable thing about this particular shirt is that it has the pleats of the norfolk coat. This is absolutely new and is an American novelty which we understand is getting a good deal of business in this city. The idea primarily is that this shirt may be worn by men for tennis, boating and the like. When a man takes off his coat it is rather important that his linen be attractive and this shirt will, in that connection go a long way toward the desired result.

Natty Handkerchiefs.

From London, England, come some silk squares; these are handkerchiefs, the body of which is pure white silk; there is a border round them about 2½ inches in deep royal blue. In one corner there is a picture of the Union Jack, stretching about three inches. This is something entirely new and is along the lines of the constant stream of patriotic novelties that continues to flow. It is rather startling and if people were not used to it it would cause quite a sensation when a man took a handkerchief like this out of his pocket. Nevertheless it is very attractively finished and is a good article for display. In the same direction is another silk handkerchief of which the body is of like nature as the one described above. It is just a big square of white silk and round it is a border about 2½ inches wide of royal blue. Then in one corner arranged like a hand of cards are the flags of all the Allies. They are put in playing card form and the hand holds them up. This is certainly a very natty handkerchief and ought to take very well.

Knitted Ties In Excelcis.

Stanley and Bosworth (The English Shop), have a window partially devoted to their own very wide silk knitted ties. These ties are about 3 to 3½ inches in width and are pure hand knitted silk. They are in very soft colorings, mauve, blue, green, grey and combinations with some very effective featurings in black and grey. One or two of the more startling show shades of yellow and orange and for the man who wants an expensive tie and one that is remarkable for its worth, displayed in every line of it, these are certainly the very thing. It is very hard to beat a knitted tie when it is so excellently well made.

Brilliance in Crepe.

Talking of ties I see the Fashion Craft have a tie of peculiar brilliance in their window. This is a vivid chrome yellow and is patterned in a slight black and red flower. It is in four in hand style and is made of crepe, and will be a very attractive tie to wear with an outing shirt. It is obviously too vivid to wear for business and could only be worn at any time and for any purpose by a man who could carry off that particular color. On the other hand it is beautifully made and the goods are very nice stuff and altogether the tie is very attractive.

New Shirtings.

I see that Score's window shows something rather new in shirtings. This is a white background spotted all over, infinitely spotted, in fact, with dark grey dots. A super-pattern to this, is a little blue diamond worked into the design; this makes a very attractive shirt, and is something new, too.

Stripes Go On For Ever.

Mr. Hickey confines a considerable part of his window to striped ties. These are worked out in black and yellow, black and blue, black and green and various other designs in very close stripes. The fashion for stripes this year has been abnormal and it is still unabated. I suppose retailers are rather glad of this because stripes in ties make a very good window display. At any rate it is good to look upon and this window is very attractively dressed.

The Ubiquitous Spat.

Some time ago somebody in this paper was writing about the ubiquitous spat. It seems that though Summer is here the spat is not altogether done with, for I see in Bilton's window that they are showing some spats in light grey cloth something like a thick linen. To the man who would always be *de rigeur* on formal occasions the spat is a necessary appurtenance and especially in this thin cloth it certainly looks very nice.

Canes, Canes, Canes.

All sorts of stores seem to have gone in for selling canes which may be a tribute to their constant and growing popularity. The ideal cane for the Summer is the white, fairly switchy cane. (Oh yes, there are fashions, even in canes.) For winter, business and formal wear a fairly sturdy though neat and medium weight stick is the thing, but for summer promenade a slim switchy cane should be used. These are very attractive in very light yellow—almost white-wood. The handle nowadays is tending square-wards; the crook has had a good lease of life. A nice cane is a dark brown, perfectly plain and innocent of all adornment.

Maclean, Toronto.

THE OLD STORY OF ADAM AND EVE

Re-hashed and Revised to Meet Existing Circumstances in the Year A.D. 1915.

Written for The Review by E. A. Hughes.

SEVERAL thousand years ago, a gentleman named Mr. Adam followed the advice and example of a lady named Mrs. Eve. Mrs. Eve told—note the verb, my anti-suffrage friend—Mr. Adam to get busy and eat the apple which grew on the forbidden tree. It is true that the serpent suggested to Mrs. Eve that she so command Mr. Adam, and one might, by advancing that birds of a feather flock together, insinuate that Mrs. Eve was rather serpentine. Perish the thought. . . . Nevertheless, that was the first occasion that man followed woman. It is very significant that it was described as the Fall of Man!

Behold the striped-ness of him! He cribbed those stripes.

It is all very well for some wiseacre to say that Eve came after Adam and that she has been after him ever since If it is so, my masters, no amount of talking will alter the fact. But it isn't half so consequential—directly—as that the first time man followed woman he fell. And the purport of this article—it was written, as it will be read, in the hot weather—is to prove that when man fell, he fell for good and all. He's still fallen; he can't get up. If to follow was to fall (and you see my logic), then how are the mighty fallen!—for you and I and the fellow in the next flat have been following ever since. Fact! Come down the street and I'll prove it to you.

He Cribbed Those Stripes.

You see that gentleman approaching? Behold the striped-ness of him! See the stripe in his suit; the stripe in his shirt; you can almost hear—if it is a very still day and the cars stop running—the stripe in his tie, and that is only capped by the stripe in his socks and the stripe on his hatband. He looks more like a zebra than a man. Yet he is a man! Yes sir! I give you my word. If you ask him he'll admit it. Now where did he get those stripes? Did he evolve them? Not much. He cribbed them, swiped them—to be vulgaristic—from the womenfolk. His wife came home one day and he became aware of some black and white diagrammatic happening in the doorway. It looked like an optical illusion. By and bye as his eyes became used to it, he perceived that this mass of criss-cross and up-and-down and black-and-white effects was indeed his wife. What did he do? Did he revolt? No, sir, he paid the bills for the stripe which she wore, and then went out and—as the Scripture says—did likewise. Do you like him in his stripes? Or, following once again, has he fallen once again?

He is not a pagan nor yet a futurist.

Behold the Actor!

Behold the actor as he steps the boards. Observe the waist on the man. If you look carefully, you will see that his form gradually assumes the shape of the one-time diavolo; it is like two inverted cones placed tip to tip. You could nearly play hoop-la with his waist. Fling a ring about nine inches in diameter, and if it could get over his shoulders it would just encircle his waist. (A 9-inch diameter would mean a circumference of 28.2743 inches; this is done by arithmetic.—E. A. H.)

An actor like two inverted cones placed tip to tip.

Well, whoever or whatever decided him to crush and cramp himself into that small space? Whisper it low: he followed the leadership of femininity once more. There came a time when Lucille—or somebody else—decided on small waists for big women and the actor observed his lady confrères—if that isn't too paradoxical—compressing themselves into little space. He tried the effect upon himself. Whether he used the same weapons or not, it isn't for me to say. (Better not discuss it here.—Editor.)

But there you are! Providence never intended that that man should go round looking like an egg-timer! Providence proposes but woman proposes and disposes both!—as the old saw goes.

The Spat—Chic, Charmant.

Do you know a spat when you see one? You do? Very well. I will tell you how man came to affect the spat. Some dear old lady—I don't know where she lived—decided that in the cold weather her ankles were not suf-

ficiently protected. She wore very thick boots, but that didn't do the trick. So she planned and planned and finally the admiring neighbors beheld her appearance in—gaiters! Mademoiselle Somebody-or-Other, who, of course you know, is the leader of fashion in Paree—happened to be travelling and came across the town where the dear old lady was wearing gaiters.

"Ah" and "Mais oui" and "Hola" and various other things she cried; "bee-autiful, so what-you-call chic, charmant—la, la." And forthwith she declared gaiters to be the fashion. But she did not call them gaiters. Oh, dear no! They were spats. And a 'nut"—which is, besides being something for which the squirrels are looking, a latter-day Beau Brummel—saw that all his lady friends were "wearing the bally things, y'know," so he decided to be-spat himself! And that's how man came to be spatted. You see, he followed again! Whether he fell or not depends, for your opinion, upon whether or no you wear them.

All his lady friends "wearing the bally things, y'know."

So far I haven't said a word about color. But—tell it not in Gath—there's a friend of mine who is going around this town in what he calls a puggaree. He says it originated in India! I think it did! It looks heathen enough. It's a sort of hat-band—at least, he wears it round his hat, though it might be a sash for a gypsy costume or part of a bed-quilt for all I know—and it wraps over and over round his Panama hat (which is, of course, very dirty as usual). The amazing thing about this puggaree is its color. It is bright yellow on black. Imagine it! Now this man is a decent sort of man and a good church-going fellow. He is not a pagan, nor yet a futurist. Nor yet again does he spend his days rooting for a ball team whose colors are yellow and black! But I ask you, isn't it a sad spectacle to see this man falling away from grace like this? Why did he do it? Come nearer and I'll breathe it! He suddenly got to know that ladies were wearing bright-colored hat-bands. He said that this was the age of equality of sexes; that women weren't going to have a monopoly of bright-colored hat-bands, and therefore he should cut them out. He's set the whole city-full of men doing the same thing. Once more the mere male is following the fair female!

Well, where is it going to stop? Is it going to stop? If my sex has followed the other in the hereinbefore recited instances, what avenues of possibility does that open? Are we getting to the stage when we shall wear flounces and furbelows, ruffles and such? I have only given a few instances. I could go on and will if you like. (No, don't, please, Mr. Hughes.—Editor.)

It is the old story of Adam and Eve. Mrs. Eve is calling, and Mr. Adam is still following.

She holds out the apple and we all fall for it—fall for it!

E. A. HUGHES.

$600 APIECE!

At the Saskatchewan R. M. A. convention banquet a significant prediction was made by F. Maclure Sclanders, commissioner of the Saskatoon Board of Trade. "In 1913," he said, "money received from the crops averaged $185 per capita of the provincial population. With only a fair crop this year, considering the extra acreage, and the high prices sure to obtain, I expect to see the crop revenue for Saskatchewan from $600 to $700 for every person in this province."

AD MEN'S CONVENTION.

"The sum of $600,000,000 was spent for advertising in the United States in 1914!" This is the estimate of William Woodworth, president of the Associated Advertising Clubs of the World, made in an address before the Chicago Association of Commerce. The story of this expenditure and the results achieved will be discussed at the Chicago convention of Associated Clubs, June 20th to 25th.

What this discussion means to the advertising fraternity is evident from advance reports concerning the movement on Chicago by the armies of advertising men which have been and are being organized in all parts of the country. A veritable invasion is at hand, an invasion which purposes to spike the guns of objectionable advertising. Canada will be well represented.

T. W. LeQuatte, president of the Associated Advertising Clubs of Iowa, startled the brisk hotel clerks of Chicago, when he made reservations at the Sherman for a regiment of 1,000. Close upon this followed reservations for 200 members of the Pilgrim Publicity Association of Boston at the Congress Hotel, and the same number for the Advertising Men's League of New York. The Poor Richard Club of Philadelphia, engaged an entire floor at the LaSalle where the Indianapolis Club has reserved fifty rooms. The National Association of Advertising Specialty Manufacturers has made reservations at the Hotel Sherman for fifty members. From Fort Worth will come a special train bearing the Texas clubs. The Pilgrims expect to have a special train while many clubs are planning on one or more cars.

But the invasion will not be by land alone for the Grand Rapids Advertisers' Club has chartered the steamer "City of Grand Rapids," at a cost of $10,000 for the convention. It will take to Chicago a record convention crowd from the Michigan city, the members of this delegation living on the boat while there.

There was jubilation among the leaders of advertising when Mayor Thompson signed a proclamation making June 20th to 26th "Advertising Week" in Chicago. He called on merchants and citizens not only to welcome delegates to the convention but also to display during the week, advertised, trade-marked merchandise and to decorate their places of business.

A. Tarry, Canadian manager for Messrs. N. Corah & Sons, St. Margaret's Hosiery Works, Leicester, England, was among those who escaped when the Lusitania was torpedoed.

Capt. L. W. Whitehead, 13th Battalion, 5th Royal Highlanders, who was on the neckwear buying staff of Tooke Bros., Montreal, is reported wounded and missing. Letters from soldiers state that Whitehead showed remarkable coolness under fire, and those who knew him will quite believe it. He had made several trips to Germany, and expected to be quite at home when he reached Berlin.

400 Shirts at 8 Cents—Costly Ad. for a Paper

ON the front page, lower right hand corner of the Ottawa Citizen, a short time ago, on a Thursday morning, appeared a notice stating that owing to a typographical error in the evening edition of the day before, shirts advertised at 8 cents should have read 85 cents!

It was a costly newspaper ad., that one of the day previous. At five o'clock in the afternoon Ely's store in Ottawa was jammed with people, the front door was locked and a burly policeman was guarding the cash register.

Before the store closed at six o'clock—and it closed sharp on the hour this Wednesday—400 shirts had been sold at 8 cents, regularly $1, $1.25 and $1.50 values. It was like a run on a bank, that wild scramble for eight-cent shirts, due to an error in the ad.

The manager of this branch store that caters to an exclusive circle, was rather inclined to refuse the first customer—the idea seemed so absurd—but when the paper was produced, he decided as all wise and tactful men's wear dealers will decide, to keep faith with the public. So he sold two shirts—this was the limit—to each customer throughout that exciting, laborious two hours of that afternoon. It was a clamorous crowd—prepared to be militant in defence of its rights of "Citizen"-ship, and the bargain in shirts.

But when that first awful day had passed into history, the store had done its duty, had kept the faith. Next morning entered another bargain seeker: "Too late!" was the reply. And perforce he departed, disappointed. Late the second afternoon there entered a man. Half sheepishly, half apologetically: "I suppose you haven't any more of those 8-cent shirts?"

The manager also smiled as he shook his head. "All gone."

"I was afraid they would be," and he departed.

Who, then, must be held responsible? The newspaper, for the correction on the ad. had been disregarded. On each of those 400 shirts the store lost 77 cents, or $308. Probably—certainly, shall we say?—400 shirts would not have been sold at 85 cents. And yet those 400 shirts had gone: they could not be realized on again. Many had cost more than 85 cents.

What would be a fair bill against the paper?

When should the store have stopped selling at 8 cents?

How would you have handled that difficult and unusual situation?

For each of the two best answers received up to July 15, Men's Wear Review will give one year's subscription.

Send in your answers—make it interesting reading for all.

What Would You Have Done Under These Circumstances?

A New Type of Men's Store Front

This new front of Buckham's, Limited, Toronto, is a new style of front which provides a magnificent display on both sides and in the centre. It has come in for many expressions of admiration and it is likely to be adopted in many a plan for store improvements.

The merits of the design are self-evident and need little description. Probably the most unusual feature is the centre-piece taking the place of the ordinary separate "Island" front. This is slightly curved at the apex and gives a splendid opportunity for the display of ladies' Panama hats which the firm have just added to their stock. This will be reserved for the display of these until Fall, when furs will replace them.

The entrances are on each side of the central window, and a door leading to offices upstairs is neatly concealed behind the left hand window.

The new store is double the size of the old one, being 25 feet wide and 120 feet deep, taking in the former Brockton shoe store. The height is 14 feet. The splendid display features of the window arrangement is amply kept up by the lighting, the new nitrogen lamp being used. In the big windows, there are 10 200-watt lamps, and 2 400-watt and 2 250-watt in the entrance. The semi-indirect system is used in the store, which is equipped also with 200-watt nitrogen lights, while four are used in the beveled window.

The interior is equipped with handsome oak cases for hats and furs, and four-sided mirrors are set around the central pillars.

In the windows are over 25 dozen hats.

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY — 143-153 University Av TORONTO-CAN

VOL. 5. JULY, 1915 No. 6

THE INIQUITOUS SLAUGHTER OF STRAWS.

FOR the first time in years the time seems favorable for local men's wear dealers reaching some agreement in regard to clearing sales for straws.

Why should not the merchant realize a decent profit on his season's purchases?

It is not a question of being forced to cut prices in order to clean out surplus stock: it is a wise man who does this on all occasions—when necessary. Hat men are forced to do it year after year when it is unnecessary.

Usually the man who starts it is cutting his own as well as his neighbor's throat.

And yet it goes on, year after year.

In 1914, after a fairly brisk sale of straws the last week in May, cut price sales at one dollar and less started and spread.

It only needs one man on the street to do it: the rest are forced into it.

This year before the first of June one store announced a sale of 85-cent straws! Not mixed with others at $1.50, $2, $2.50 and $3, but the job lot at 85 cents! And the season had not begun, even for the new and higher-priced goods. The "85-cent" straws were not $2 goods of 1915—but the public were spoiled and started to look for more 85-cent prices.

Elsewhere in this issue is an article suggesting that men's furnishers attempt some arrangement to hold off these profit-killing sales until July 15, and thus garner in something in the way of profit. The season has opened very late: at the time of writing not 10 per cent. of the men on the street are straw-hatted. If a sale starts soon, the usual profits will be wiped out absolutely.

But, according to precedent, the man next you will proceed to dump his stock, new as well as old, into the window and label them: "To clear at $1 each."

Then you must follow suit.

A bad, foolish and unnecessary business.

Cannot you arrange to stop it?

A SHERBROOKE LESSON.

THE visit of a staff writer to the Robert store in Sherbrooke, Que., provided material for distributing some good ideas that are carried out in only a small proportion of men's wear stores. There is the practice of separating shirts according to sizes. It is a common practice to have a lot on view all mixed up so that the customer finds a pattern he likes but has to be informed that "this is a 15, we haven't that in 14½." This causes a certain amount of annoyance that is not conducive to further search and buying. It has been found the only safe rule to separate shirt stocks according to sizes and show a customer only the styles in the size he can wear. This may appear a small point to those who lump their sizes, but those who have worked it out know its value.

OUR NEW YORK LETTER.

THE Review of New York's styles continues to form a much prized portion of the menu of Men's Wear Review. Two months ago our correspondent wrote warning against going in for any freaks in straw hats, and picking the "conservative" as the real seller. The opening business there bears him out, as it does in Canada. His early choice of the bow tie and polka dot has been justified fully by the outcome. We look forward to constant proofs of his ability to "pick the winner" far in advance. His letter in this issue contains as well, some interesting forecasts as to Fall demands in hats, neckwear, etc.

AGAIN WE LOOK TO THE WEST.

YEAR by year as the season of crop sowing passes and early indications of harvest conditions reach us, we figure out the financial prospects of the great prairie West for the coming twelvemonth and measure up its widespread influence upon Eastern conditions as well. It is almost as if from early in June onwards we held our breath to catch the whispers, and waited, inactive, for the garnering of the grain before plans of expansion or repression were allowed to take definite shape.

This season, for all the war, we have begun the same process. Probably the importance we attach to the 1915 crop is one of the most convincing proofs that we are not so much as we feared at the mercy of externals, but control our own commercial destiny far more than we dared to hope. This being so, those early prairie whispers could hardly be more encouraging. Of late years Southern Alberta and Southern Saskatchewan have seemed to lie under the evil scourge of drought. But this year reports show that they have received more moisture already than during the whole of 1914. Around Medicine Hat the rainfall has been 3.2 inches, and around Lethbridge 2 inches, against practically none last year. Around Saskatoon the moisture is already equal to last year's total and in Calgary district it is double. Unlike the East the early rainfall in the West is sufficient to last the soil through the whole season. Winter conditions, moreover, were quite favorable, as the southern lands of the two provinces mentioned were covered with snow all Winter, which fed the thirsty soil in Spring. Seeding was two weeks earlier and to cap all, the call from the devastated fields of Europe was answered by an increase in acreage of from 20 to 25 per cent., as compared with a decrease in 1914 over 1913 of 13 per cent. Even the frosts at the end of May that struck down the small fruits in sections of Ontario escaped the Western crops. These favorable reports, if they continue as seems certain now, cannot fail to have a toning-up effect on business all over Canada.

SALES OF BANKRUPT STOCKS.

SHOULD signs announcing bankrupt sales be allowed? This is a question which the retail merchants of Saskatchewan are discussing today and which they have carried to the Government of that province. They want a law passed prohibiting such signs and have asked for legislation covering their request.

While this may appear to be a radical move, yet there is undoubtedly some reason for it. A bankrupt sale is the legacy a business failure leaves behind. It means that a stock of goods is—in most cases—being sacrificed in price and this injures the trade of the legitimate retailer who has paid a hundred cents on the dollar for his goods and who is struggling against competition to get his money and a living out of the business. The first thing he knows someone comes along with a bankrupt stock and loads many of his customers up with goods they do not want or which will require a long time to consume. Cash has to be paid for such goods. This means that the legitimate dealer loses trade through no fault of his own and he has to wait longer for much of his money.

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POST OFFICE LISTS AND MAIL ORDER FIGHTING.

IT is curious perhaps, and yet natural to find two sets of opinions advanced every time some activity of the large department store or Mail Order house is introduced. There are some retailers who would petition for legislation restricting their operations in every possible direction. When Parcels Post was introduced there was a protest against it on the ground that the lower rates would extend the field of the Mail Order houses. There are others among the retailers who are disposed, not to welcome the extended area of competition, but at least to set themselves to meet it and beat it back by availing themselves of the new facilities that are thrown open in common to themselves and the invaders.

Such a two-fold attitude was manifest at the Saskatchewan convention of retail merchants. A resolution was introduced aimed at forbidding postmasters to sell lists of names,—usually those on rural mail routes,—on the ground that the Mail Order houses were enabled to enter the preserves of the local merchants. This resolution received considerable support, and yet the convention left it alone. "Do we want to stop this practice?" asked the President. "Where are we to get lists if we should want to circularize?" It was agreed finally that the practice should not be opposed on condition that all parties be given the information on an equal footing.

This surely is the proper spirit, the only fighting attitude that will win victory for the retailer. In fighting parcels post, wherever it was done, an attempt that was bound to fail was made to block a great public convenience. The Mail Order houses unquestionably have taken advantage of the 20-mile zones to increase their trade, but so have the most enterprising retailers all over Canada, and they are increasing their business under this new method.

Do M.O. houses send out catalogues? So do local merchants, in one form or other reaching the public that want to buy.

Do large department stores have bargain counters? So do the smaller local stores, and make it pay exceedingly.

Do the department stores make it more enticing to buy by accepting returns of goods—to satisfy and keep satisfied the customer? So do scores, hundreds, thousands, of the smaller stores in Canada, and it pays them well.

Study the methods of the Mail Order houses; of the big department stores, and adopt every one that looks good to you. It will help you fight them more successfully and more permanently than any action that may be construed—and resented—by the public as a "restriction of trade."

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UNIFORM HALF-HOLIDAYS.

MANY towns and cities are observing the weekly half-holiday. It appears to be taking even a stronger hold this year than last.

The Review has one suggestion to make in this connection. A uniform date should be selected for the half-holiday wherever it is observed. Up to the present the practice has been for the stores in the various cities and towns to select their dates without regard to what is being done in other places. The result is that the dates selected vary. In one place the stores will close on Wednesday, while in a town a few miles away, Thursday will be selected. Over in the next county they may be observing Friday or Tuesday. In consequence, the traveling man's operations become more or less of a gamble. He is never quite sure when he strikes a town whether he will find anyone around or not.

Such confusion is not desirable, nor is it necessary. By the selection of a uniform date all trouble could be avoided. Wednesday is probably the day most commonly selected. Why not make it general the country over, except of course, where it falls on a market day?

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EDITORIAL NOTES.

HERE'S TO A GOOD warm month of July!

* * *

KEEP YOUR HAT PRICES up to July 15.

* * *

WILL THE STIFF HAT come into its own again this Fall?

* * *

MAKE PLANS TO CLEAN out your slow sellers in July and get a clean bill for Fall.

* * *

BUT HOLD ON TO YOUR serges and any cloths that will be good again. Some manufacturers are offering bonuses to be clear of early orders.

* * *

NOW IS THE time to figure ahead on your recreation this season—what about the weekly half-holiday this year?

* * *

THIS YEAR—1915—of all years in Canada's history, the farmer is king. Increased acreage, intensive cultivation, waiting markets, and record prices, all point to unequalled prosperity for the agriculturists of this country. They themselves are at last beginning to realize this fact, and so are a great many wide-awake retailers who are looking for new and steady markets.

NECKWEAR

Something new for Canada is this bat-wing in black and white. The bats are only single, though they are split and made double, and the shorter length makes a good firm knot. A floral design in a warm dark red is displayed as a Fall leader, while the horizontal stripe is in bright coloring. Shown by A. T. Reid Co.

AS the season wears on the predominance of bright colors for neckwear increases rather than declines. All scarfs have been exceedingly loud for some time now and Fall indications are that bright colors in ties will be the strong leaders.

First bid for popularity is stripes rather than spot or all-over designs. This, as we have explained before, is chiefly the military influence; it is not easy, of course, to show anything in the way of regimental colors in anything but stripes, and these are being shown in bias, and in horizontal effects.

This crossbar stripe is the most popular at the moment and the manufacturers tell us that in their orders for Fall this state of affairs is continued. The crossbar is something new—that is during the last few months—it is some time since any horizontal design was popular in neckwear the predilection for that being for perpendicular and bias stripes. Some few years ago horizontal in ties was popular leaning just as it was in hosiery but for the last five or six years the perpendicular and the diagonal stripes and ornamentations generally have been in vogue, almost to the exclusion of any which favored of the horizontal.

The only exception to this was the knitted tie which has been for some seasons now upon horizontal lines. This failed to oust from acclaim the other perpendicular and diagonal models and only had a comparatively small share of popularity in the neckwear business. There have been various widths for the new cross-bar tie, 1¾ and 2 inches have been the most popular up to now but some manufacturers are now going very strong on a tie which is 2½ inches in width and while this is selling a good deal for Summer the indication is that it will have a stronger vogue in Fall and Winter neckwear for 1915-16. This is chiefly popular in fairly wide stripes. Belgian and Roman. We reproduce some on this page. We saw some in a retailer's window where the stripes were quite even and were really bars and not stripes. Blue and gold alternated in half inch widths. On the other hand a bundle of stripes and then a bar of solid color and then another bundle of stripes and another bar of solid color is a very effective design, and in this connection we point out one of the illustrations on this page. With regard to other designs the diagonal or bias will have very strong representation. We reproduce illustrations of this point which will do more to explain than a written description.

Remarkable Vogue, Black and White.

Another remarkable thing is the vogue of black and white. This black and white up to a year or possibly two years ago was almost entirely regarded as an English habit. In this country black was supplied with grey and not white. It has, however, come in and the War has made it stronger. There is an old saying amongst neckwear manufacturers that War-time is black and white time. It is a fact that during the Boer War and the Russo-Japanese War, the Balkan Wars and right up to now this black and white habit during war-time has been proven again and again. There never was such a run on black and white as there is at present and there is nothing so pleasing to the eye. An illustration of the immense sale of black and white that is going on at present is that a manufacturer told us that he bought 1,200 yards of black and white silk simply for this black and white idea alone. He ran it in six widths and the same number of designs and now only a few weeks after it was bought—he has not 50 yards altogether. A black and white tie, in all sorts of widths, would be agreed on by most manufacturers as one of their leaders.

Red, Black and Yellow.

Apropos of what we were saying about militaristic tendency we have remarked on another page in this issue, the prominence now being given by retailers to Belgian colors. This is confirmed by the manufacturers who tell us that they are making up a great many designs with the red, black and yellow of the Belgian crown. These are made up in both the close stripe and the wide stripe; in the cross-bar and also in the bias style. We also see that

some manufacturers are making them up for bat wings too.

We illustrate also a sample tie made up four-in-hand style, of red, white and blue. This, be it noted, runs in the proper order red, white and blue. The manufacturer of this—so far as we know there is only one—reports that there is a good call for this coloring and that he is making good on his sales, to a surprising extent.

Now coming back to material and make-up. For Fall the Mogadore corded cloth without any blaze is going to be very strong. This works out particularly well in striping and already orders are coming in in big numbers showing that the taste of the manufacturer putting out this stuff is right. They have sensed the market feeling. We may say incidentally that New York is going to run very strong on this for Fall and Winter and that for once at any rate we are right up to the minute with New York, instead of being, as we often are, 6 months after. Stripings, in all sorts of designs—broads, narrows, uneven, even, will have an immense vogue in Fall and some manufacturers are putting these out with a dull finish. A very attractive fall model which we have seen and one which we illustrate on this page is a satin and Mogadore combination; the satin comes up in glazed red and the Mogadore comes up dull and unglazed. This makes a very attractive tie.

Three leaders for Fall wear shown by Wm. Milne. The broad stripe is in red, white and blue, and a distinct novelty. The bat is of excellent material for tying. A Roman stripe in mogadore, which is unusually wide, is the third.

Bat Wings Keep Strengthening.

So far as bat wings are concerned these keep on selling, stronger and stronger, they too are in all sorts of designs with stripings well to the forefront. Some manufacturers are running on novelties, but black and white or bright stripes are designs which the man who would be *á la mode* will be purchasing at the present time and indeed right through the Fall and Winter. One of the patterns illustrated on this page is a plain black with a splash of white on the front wing. Something novel, also in black and white is a short tie which is very simple to tie. Instead of there being four leaves to the bow—two at either side—there is only one at either side. The ends are double, however, and give each the appearance of two. This looks extremely smart.

The run on foulards, according to some manufacturers is still going on, while others, judging from their own experience, think it will not continue for Fall. Foulards are being very much worn at present, and this is not surprising in view of the fact that they make an excellent Summer tie. Black and white combination and yellow and blue and white in narrow stripings are very popular and we notice up and down the City here that a great many retailers are running very heavily upon these, in pointed ends. There is apparently no plethora of style in bat wings and we think that open ends have now got it all over round or square ends for popularity. This is likely, judging by orders, to continue right through the Fall and Winter.

So far as knitted ties are concerned, these are strong but they seem to be waning a little in the public estimation. Black and white here again are very strong with soft and loud coloring according to the buyer in other lines. Silver grey is also very popular as a back ground and bearing brightly and frequently striped coloring. Plain black ties are very slow now and are likely to be so, we understand for the Fall and Winter.

COLORED GROUNDS WITH BLACK AND WHITE.

Montreal, June 14.—One of the newest ideas in the neckwear market is a two-tone stripe, with a khaki stripe added. It is a variation on the club stripe to give a military effect, the stripes being one inch wide. These are made on a repp ground in the following combinations: khaki, maroon and emerald; khaki, royal and garnet; khaki, belmont and green; khaki, navy and white; khaki, purple and orange; and khaki, black and scarlet. There are some colors which do not go well in this type of neckwear: for instance, helio is a hard color to introduce.

Satin ombre will be good for the Fall, and the newest thing in this line is a satin ombre with white canelle stripes. These stripes are something new for Canada, although New York has been showing them in large quantities this year. The stripes will run down the edge of the ombre colors, giving them a sort of border. It is expected that for the Fall trade there will be nothing to beat this for style. Ombre is always a good line for Fall. One Canadian manufacturer disposed of over a thousand yards of one set last year, and ran six sets.

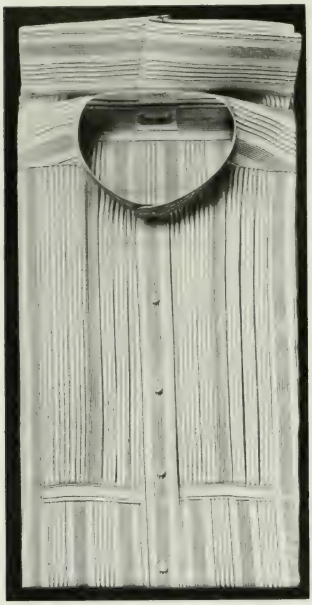
Long Stripes Out West.

Black and white Mogadores have been the big sellers this year. The stripes are being made in six widths, the fairly large sizes being most in demand. Generally speaking, ¼ to ½ inch stripes have been the best sellers. These should be good for several months yet, and are selling too well to fall off suddenly. Should such a calamity occur, manufacturers would be caught badly, as several have invested large sums of money in stocks of this silk. A large number of Western houses have asked that their orders of black and whites be cut long instead of on the bias. They appear to be favoring the long stripe out West.

A new line now in the hands of travellers has a highly colored ground, with black and white cross-bar effects. These are claimed to be New York's newest novelties, and are being made in grounds of peach bloom, canary, rose bud, sea foam, lulu fado, and lilac.

In regimental stripes, there is a plain military khaki, with cross-bars of various regiments. Another military khaki has a solid shade of cross-bar in the following effects—light and dark blue purple, Tipperary green, cerise, and black. It is expected that these will be in the hands of the trade by the middle of July.

COLLARS & SHIRTS



Another black and white stripe design for Fall. Shown by Crescent Manufacturing Co.

MONTREAL, June 14.—It is difficult to make a guess at what style is likely to be worn for Fall, either in wing collars or any other kind. The belief is that the cutaway will stay, and they are a good style of collar for manufacturers of neckwear, as they allow of a large knot or bow, whereas when the closed collar was in vogue, the neckwear was loose and stringy, and not easy to make.

There will likely be some variation from present styles, but one can be pretty sure that the closed collar will not return this year. It is practically dead now — except for conservative buyers — manufacturers showing only a few lines, the big demand being for cutaway styles. There is also a big demand for soft collars in the same style, which are offered in fine pique, moire and silk poplin.

The chances are that the wing collar will be the correct thing for dress next Fall, with a variation in size and shape of points. But it is far too early to predict with any certainty what form the changes will take. The wing collar is a far more sensible collar than the straight band or poke collar, a few of which are being worn now.

It has been suggested that the wing will take the shape of an equilateral triangle instead of a right-angled triangle. This change was made last Fall, and quite a number were sold both here and in the States. It is very possible that this idea will take on this year. A collar of this type was placed on the market by a Montreal firm, with narrow spacing, the collar being of two pieces, which is supposed to give a better fit.

Cutaways for Fall.

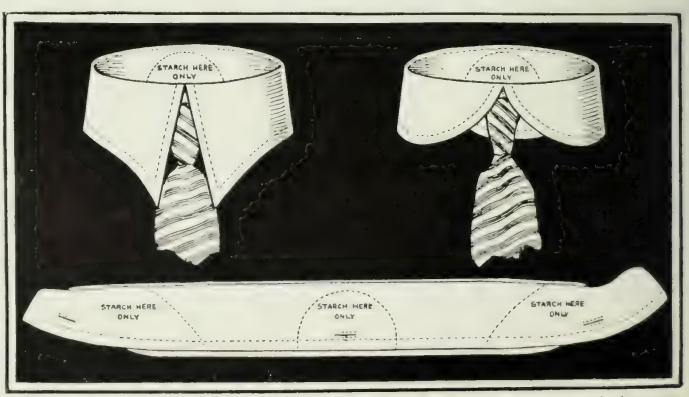
A Toronto expert in the collar line gave it as his opinion that the cutaway, both extreme and medium, would remain the leaders for Fall. The wing collar he could not see gaining much; the other two deserved their place, owing to the ease in wearing and their adaptability to cravats.

Shirt Gossip.

Among the Fall lines for shirts is a range of the new colors, Belgian Blue, Grey and Tipperary Green. These run about 1½ in. in width and on either side are heavy black stripes with lighter ones adjoining them.

There has been quite a rivalry in the silk and cotton shirt in contrast to the all-silk ones in the single and double cuff. One firm limited itself to double cuffs and the shirts sold at $2. Another firm brought out a shirt with single cuffs and caught a large sale in these. The advantage of both, of course, is that they enable the part of the shirt that is in view, the bosom and cuffs to be of silk and the wearer to appear in quite as good circumstances as the man who has bought his $5 shirt.

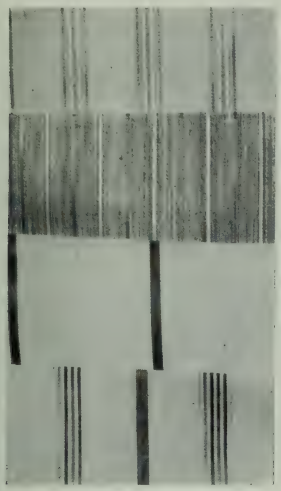
Indeed reports from New York,—and they are verified from one or two places already in Canada,—indicate that the sale of the all-silk shirt did not come up to expectations, as they depended so much upon the financial ability of the public. Sales are already being held of these shirts, some started the 1st of June, and prices generally were



In these samples portions of the band around the buttonholes are starched to reinforce the soft collars so that they will stand up better. Shown by the John Forsythe Co., Limited.

cut in two. However, up to the time of writing, the sale for both the silk-fronted shirt with double and with cuffs was held up well and both made good extra lines for the season.

The new sports shirt has found a very strong demand and came into popular favor. Indeed everyone remarked



Wool taffeta shirtings with silk stripe. Some of the popular lines. Shown by Greenshields Limited.

that it was strange no one thought of it before. The short sleeve and the collar that did not have to be unbuttoned to be turned down are just the things that the man who takes out-door recreation of any kind has long desired—he found the part of the sleeve below his elbow superfluous as well as the upper ends of the band that had to be undone and tucked out of sight.

ADVANCE IN BLUE OVERALLS.

Trade Will Be Offered Chiefly Browns and Greys for 1916 —Effect of Dye Scarcity.

There is a danger, if the war continues, and the textile industry is deprived of proper dyes, that black and blue overalls and drill shirts will be difficult to procure, and that in their place the trade will be compelled to carry greys and browns.

In the case of negligee shirts, which do not require such heavy dyes, the situation is not so serious. For a long time textile manufacturers have been drumming into the ears of overall makers that before long there would be a shortage of materials. Little notice was taken of these warnings, the opinion being held that they were being made for the purpose of securing orders. Not until orders for material were cancelled was the situation realized. Now it is necessary to submit orders to the mills, who accept them or decline them according to their urgency.

Manufacturers of overalls are in a quandary, as their ranges for 1916 should have been ready this month. With several makers of indigo drills withdrawing their prices in the States, the situation is certainly a difficult one. They are getting out a line of logwood grey, made of a special dye.

Indigo blues can hardly be secured at any price, and big advances have occurred in aniline blues. Garments of the latter will be offered to the trade at a higher price.

There are one or two changes in designs, but these do not amount to very much. The demand for overalls has fallen off, as so many workmen are unemployed, and those in employment are economizing.

OVER A THOUSAND HATS IN A DAY.

Straw Hat Day a Great Success in Baltimore—How Charities Got Old Derbies and Soft Hats.

The experience of the city of Baltimore in having a straw hat day this year is very interesting as it shows the amount of business that can be developed by a campaign in which the newspaper or the press generally of the town or city takes an interest.

One paper in Baltimore, "The News," was induced by the hat men to take up this question of a special day to open the season in straw hats and the first of May was chosen, three weeks earlier than last year for most sales. A deputation of the hat dealers was sent to the Mayor to make the day official. The theatres and moving picture houses were induced to flash "Straw Hat Day" on the screens for the week preceding the opening day, Saturday. A special announcement was made in The News and feature pages were run of exclusive hat advertising for the Thursday and Friday before May 1st. The result was that at the end of the day one dealer reported that he had sold more than 1,000 hats, many times his record for any single day during his business. All the merchants reported a very big success for that day and the business continued on during the next week very briskly.

A new cape, guaranteed washable with soap and water. Shown by Perrin, Freres et Cie.

A straw hat day was worked in a number of other cities with considerable success. The date varied, running on to the middle of May and even later.

BOYS' DEPARTMENT

GETTING AND HOLDING CHILDREN'S TRADE

Written for Men's Wear Review by M. Taylor, The Robinson Co., Napanee.

NAPANEE, June 12.—Get the good-will of the parents and they will speak favorably of you at home. Consequently, you will have the good-will of the boys. When the mother is buying general dry goods, draw her attention to some particular line of boys' wear that you think will interest her.

Find out the boy's first name, and whenever you meet him have a jolly "Hello, Bill" for him.

Ascertain what line of sport he is most interested in, and get posted on that particular sport so as to be in a position to talk to him about it. If mother should write or phone for a suit, give the matter your very careful consideration and send the best value possible.

Get the birthdays of all the boys, and send them a souvenir each year worded something like this:

Master John Smith,
Smithville, Ont.
Dear friend Johnny:

We enclose you herewith a slight souvenir of the occasion of your birthday, and hope you may have many more happy and pleasant ones.

Your faithfully,
Firm's Name.

Here is a case that came to me only recently. Father, mother and Johnnie were driving to market some 15 miles away. When nearing the town, mother asked father where they had better go to lunch. Johnnie immediately said, "Go to the store that sent me the birthday present." So, if you get in direct touch with the boy you win the good-will of parents also.

Another business-getter I found is having an annual Boys' and Children's Clothing Week. (See newspaper ad.) For boys' week, besides this ad coming out in the paper we had several hundred handbills printed in the same style and enclosed one in each parcel going out of the store for a week previous, and mailed many to families at a distance whom we knew had boys. We also had our card-writer print cards, size 14 x 11, with "BOYS' CLOTHING WEEK" in good plain type. These were placed in conspicuous places in every department of the store.

Win the confidence of parents and boys and never deceive them. Let them see you are trying to further their interests as well as that of the store.

If they do not buy to-day, let them go away feeling that they have been treated as pleasantly and courteously as though you had made the sale. (April showers bring May flowers.) They will no doubt come back if properly treated.

M. TAYLOR..

AFTER MONTHS OF PREPARATION
We Announce an Extraordinary Display of Boys' and Children's Clothing and Furnishings for Seven Days only, Commencing Friday, April 17th, and Continuing Until Saturday, April 25th.
Our Clothing Section will be the centre of attraction to boys and their parents. We will have an immense showing of Boys and Children's New Spring Suits, Overcoats, Reefers and Bloomers. No need to tell you that our stock comprises everything that could reasonably be desired for boys from 2 1/2 years to 17 years.
The newest and best that manufacturers produce are found here. All sizes from 20 to 35.
AS A SPECIAL INDUCEMENT FOR YOU TO COME AND VISIT US DURING THESE SEVEN DAYS you may take your choice of any of our Twenty-five Cent Ties with the purchase of any Suit, Reefer or Raincoat up to $4.00. With a Suit, Reefer or Raincoat up to $6.00, any of our 50c Shorts or Shirt Waists. Your choice of our 75c Shorts with any Suit, Reefer or Raincoat over $6.00
Our aim is to encourage the boys to dress neatly and becomingly. We invite all the boys and their parents to see this special display in our Clothing Section, and ask you not to feel under any obligation to buy.
Over 300 Boys' and Children's Suits Now in Stock
Four of Our Leaders in Buster Brown Suits
Seven of Our Leaders in Two-Piece D B Bloomer Suits
Four of Our Leaders in Boys' Two-Piece Norfolk Suits
Dozens of Other Norfolk Suits in all the New Models and Colorings
Boys' Reefers
Boys' Bloomers
Boys' Overalls
Boys' Raincoats
Special Boys' Blue Serge Suits at $5.00
Many Other Two-Piece D B Bloomer Suits from $2.50 to $4.50
Our Boys' and Children's Clothing Satisfies the Boys' Comfort, the Mother's Pride, and the Father's Economy
MAIL ORDERS DELIVERED FREE BY PARCEL POST
BOYS' FURNISHINGS
Boys' Blouses
Boys' Caps
Boys' Pyjamas
Boys' Hats
Boys' Belts
Boys' Shirts
Quality Value Service
THE ROBINSON Co. LIMITED
Store Closes at 5.30 Except Saturday

Sample of bright ad. 4-cols. wide in local paper.

BIG RUN ON BOYS' KHAKI.

Boys' khaki military suits were received by the trade with doubt at first. Large department stores, who do an immense business in boys' clothing, were afraid of them. One store placed an order for only two of a size, which they followed up next day with an order for a hundred. Their total order to date is for fifteen hundred. While it is one of the best selling lines of the season, it was invariably greeted with skepticism.

There are two or three lines on the market, wool and duck. The latter are in great demand, and manufacturers have been compelled to place big orders with American duck manufacturers, Canadian makers not being able to fill the orders quickly enough. Difficulty is being experienced with dyes. Duck suits are offered for $1.75, including cavalry riding breeches and coats, cap and puttees. The coat, straight pants and cap can be bought for $1.50. Wool suits are costing in the neighborhood of $2.75, the demand for which should be heavier towards Fall.

Good for Couple of Years.

It is expected that these military suits will be good for at least two years—as long as the war lasts. The Indian suits worn by boys last year and the year before were a short-lived fad. There can be no doubt as to the demand for them. All a dealer has to do, apparently, is to display them in his window, and the boys come for them.

It begins to look as though the Buster Brown and Peter Pan suits had had their day, and are giving place to the Oliver Twist and Tommy Tucker types. The tendency in the United States is in the direction of straight pants, but it may take a couple of years for Canada to go in strong for them. The big demand this year has been for Norfolks, with just a few double-breasted in high grades.

A Montreal manufacturer has experienced a big demand for a suit with three pleats, two small pockets on both sides on top of the pleats. Another good seller has only one pleat, which extends down as far as the belt, and has patch pockets, the belt being sewed on.

FAKE STORES WITH FAKE VALUES.

Mushroom Places Spring Up to Reap Hat Harvest by Deceiving Public.

Reputable hat sellers in New York are complaining bitterly of a number of fake stores who opened the season with sales of hats as low as 60c each, giving their value at anywhere from $2 to $4. The cause of the honest hatmen was, fortunately—for a certain portion of the public is apt to be misled by such dishonest claims to cheapness and value—taken up by The Globe of New York. In an article it condemned the so-called cut prices of "mushroom" dealers. Scores of hat shops had been opened up just before the season started in order to reap a harvest by offering their hats at cut prices. It goes on to say:

Straw hats are advertised by huge signs over the mushroom shops at 60c, 90c and up, and the value given at $2 to $4. One shop on Broadway at 42nd street, announces that it has a $3 hat by a reputable maker on sale at $1.15. A Globe reporter entered the shop yesterday. One lone clerk was sweeping out the place. He was requested to show one of the $1.15 hats in question. He produced a low crown, wide brim, faded-looking straw. The name of the reputable dealer was on the lining and sweat band; on the under side of the band was stamped "factory sample."

"This isn't this year's hat," said the reporter; "it must be two or three years old at least, isn't it?"

The clerk ignored the question and produced a higher crown and more modern looking hat, but one which was very cheaply made and would have been very dear at $1. There was no name of the manufacturer inside. The reporter said he wanted one of the make that was advertised.

"We haven't any of those in high crowns."

"Maybe you have some in other shapes besides this one. Let me see what you have," the inquirer persisted.

One other hat, equally ancient, was produced by the clerk, but the reporter shook his head.

"Apparently you are using the name of this dealer as a bait to get people into the store, and then sell them another make. Do you call that fair dealing?"

"Every hat in the shop is worth at least $3," responded the clerk, ignoring the question. "Lots of shops are selling the same hat at $3 and $4."

The reporter swallowed this and left. He found about the same grade of hats on sale at numerous other mushroom shops. All were advertising $3 and $4 value hats at ridiculously low prices. In order that none of its readers may be disappointed in the hats they purchase, the "Globe" advises that they go to the store of some reputable dealer whom they know will be at the same stand and ready to give them satisfaction a month or six weeks from now if they should be dissatisfied with the way their hat wears.

THE TURNING OF THE TIDE.

That a greater cheerfulness is pervading business generally is shown by an abundance of evidence. There are many reasons for this, good, permanent basic reasons, such that cannot be removed lightly. Only a small and insignificant portion of business men now believe anything else than that the bottom has been reached and that business is on the upward march again. An element in Canada that affects so materially business conditions, the West, is rejoicing anew.

The War orders are still continuing and in some lines are increasing greatly, distributing a large amount of money throughout the various centres.

Canada's business will be greatly improved by the crowding in of tourists, as the War has barred Europe from Americans. Reports from Muskoka and other centres indicate that this will be one of the best years in their history as bookings have already been made in a large number of cases.

Best of all is the improved attitude of the public and business men generally as a result of the stressful period they have passed through. Wisdom has been taught, wisdom in doing business, wisdom as regards reckless buying, wisdom in getting a close insight into the details of their own affairs, and new means have been provided for regulating and improving them.

The best asset of business to-day in Canada is that merchants have reached rock bottom,—a stable, permanent, safe foundation.

The Bachelor Clothing Co., Limited, has been granted letters patent, with head office at Sherbrooke, and capital of $20,000.

J. H. Dube, formerly manager of the Fashion Craft West End shop, Montreal, has been engaged as manager of Henry Mark's store in the Freeman Hotel Block, St. James street, Montreal. He will be assisted by Charles Aiken, for many years with Ely, Toronto.

SUITS & OVERCOATS

HERE we are in the middle of June, getting out a July number. Who would have thought it? The weather might be anything—November, December or January—but it certainly doesn't look like June or July. However, here goes for predictions, based—as all Men's Wear Review predictions are based—upon concrete information given by manufacturers.

First of all with regard to overcoats, there is still some difference of opinion as to whether the loose overcoat or the tight-fitting will have the biggest run for Fall wear. Orders coming in now favor, it is true, the tight-fitting overcoat. On the other hand, at the beginning of the Fall selling, numbers of retailers placed immense orders for the loose-hanging overcoat. Kimona, Balmacaan—notwithstanding it was said that this was buried—and other loose-form overcoats were getting good business. Gradually, however, the tight-fitting overcoat began to encroach and right now more tight-fitting overcoats are being sold than loose ones.

Lapels Long and Wide.

There is nothing very startling in the shape of the tight-fitting overcoat. It is along the lines of those we saw in the late Winter, conservative—that is, not freakish—and yet smart. The main thing is the broad and sweeping lapel. On the suits for Autumn wear this combination is not seen; they are broad without being long. These tight-fitting overcoats, however, combine both features. The lapel rolls not quite so fully as heretofore and buttons at the two bottom buttons of a three-button coat. That gives the lengthy look. The lapels are pressed well back on the shoulder, and therefore the collar is deep and high.

A word as to collars. A great many models that we have seen feature velvet — particularly in black. This may be on a black coat, or a grey or a blue or a brown. It was thought at one time, a few weeks back, that the velvet collar for Autumn was doomed, but to judge by the samples that have been submitted to us this is not the case. Cuffs are more or less conspicuous by their absence on the sleeves. There are no cuffs this year, that is, on tight-fitting overcoats. The length of the coat is anywhere from 34 to 36; at this writing we would say that the 36 overcoat predominates. The belt is *non est.* Very few tight-fitting models show a belt. We think that the belt idea has had a good run now for several seasons in more or less a degree of popularity, and therefore a plain back will be something of a relief.

Fall model with lapels very wide but longer than the Spring type, a new idea, neutralizing somewhat the width, collar is deep, and coat inclined to be long. Shade, a very warm brown. Shown by E. G. Hachborn & Co.

Snugness the Big Idea.

The whole idea of this form fitting coat is snugness. It fits close to the body, it gives, therefore lots of warmth and yet retains 100 per cent. of smartness. As to colors, black and grey and some rather dark greens and plaids will have a good run. In discussing the color and texture and weave of overcoats just as of suits, we put in the rider that each manufacturer pleases himself to a very marked extent and it is difficult to lay down any law. There will, we think, be a let-up on the blue overcoat this year and that more of the dark grey and black will be sold. In one factory we saw a very attractive overcoat in curly wool. This is an exceptionally smart model. It is for the young or youngish man and while heavy and warm is close-fitting enough to become an older man extremely well too.

Never So Many Kinds of Suits.

Now as to suits. The main thing with regard to these to be said is that never in the history of the trade, probably, has there been so many varieties of models designed. Notwithstanding the effect of the war upon the pockets of the buying man-public, novelties. — that is in little things; not in the large things—are in great requisition. This applies alike to material and to details of style. The big essentials of the latter are the same as we have seen during Summer in Summer suits. There is, however, this main difference. There seems to be a consensus of opinion among manufacturers that the very wide lapel will not have as much vogue this year for Fall and Winter wear

as the medium lapel. We think that this tendency towards wideness has had a good run, or at any rate, as good a run as it deserves and as good a run as the average man wants. Already America, which instituted it, has grown tired of it and is going back to the medium width and even the narrow lapel for Fall and Winter wear. Now there are two ways in which this medium width can be attained. We illustrate one by a drawing in this issue. Either the lapel can be made longer and retained in width, or else the actual width can be narrowed and the length of the lapel remain the same as seen for the Summer. The tendency is to lengthen the lapel. There are a number of two-button sacks; details of course are very different in the case of each manufacturer, but the essential lines are the same.

Two-Button Still Popular.

The three-button sack for general wear will not, we think, be popular. Of course all these predictions are made with reservation. There is a certain class of man which will always want a fairly high lapel; and for these three-button sacks and even four-button sacks are being made this Fall. Nevertheless the big demand is for the two-button, with wide lapel of good length. The breast pocket will have a good run. Few manufacturers are making any models without it and the average man on this side of the water is partial to it. The coat will be fairly well cut away in the front: for Summer there have been one or two models made with the front cut square. These have done very well but will not be in vogue for Fall. Nevertheless the idea of having an extravagant cut is not welcomed and the two sides of the coat in front will just fall away nicely and gracefully. Cuffs on the sleeves will not have much popularity. The plain sleeve is going to be the sleeve for Fall.

Details for Vests.

As to the vest, this will be cut well away in front, almost sharply in some cases. The lapel on the vest is optional; we have seen several models which have it and several more which have not. The tendency is to an opening of medium depth. The very high vest has gone for some seasons, we think, and yet the trade is not ready for the very low vest. Instead of going to an extreme in this regard it halts half-way and a medium depth in opening is shown for Fall and Winter wear.

Vogue of Norfolk Styles.

We should be ignoring something pertinent if we forbore to mention the vogue which the Norfolk suit and near-Norfolk suit have had this Summer. Up and down the streets of our large cities men who are known to be always *au fait* are wearing Norfolk or semi-Norfolk suits. Perhaps the most fashionable of all is the semi-Norfolk. This has the pleats across the back, but is minus the bands in front and at the back and the belt which goes round. Nevertheless it has patch pockets with overlapping buttonings and a long vent right down from the waist. The pleats in the back give both comfort and smartness. Many suits featuring these are seen up and down town a good deal. The readers of Men's Wear Review will remember that we prophesied at the beginning of the season a good run for this kind of suit, and as usual, our prophecy turned out to be based on good premises.

There is one thing too that we should remark on. That is the continued popularity of the Glen Urquhart plaid.

This pleated idea in shoulders and back has become very popular this summer in linen and flannel and is an ideal suit for comfort. This bears out the prophecy of Men's Wear Review in February last.

THE EASTERN VIEW OF IT.

By Resident Staff Correspondent.

MONTREAL, June 14 (Special)—New models for Fall are fashioned on models being shown in New York, but are Canadianized. If the style in New York were to go naked, in Canada it would be necessary to have at least a little covering. The "young man" appearance is more pronounced than ever in the suits for Fall.

One of the features of a model now being shown by a Montreal manufacturer is a double-breasted vest, with wide notch collar, five buttons, V-shape, and four pockets on the outside. It looks as though the double-breasted vest will be worn very extensively next Fall.

The coat has one button—a chain button, which can be used both ways, the idea being to preserve the shape of the lapel, and not flatten it. It is of high peak shape, and semi-fitting. Both pockets are piped (or, to use a technical term, are circular), have no flaps, and are slant. Slanting pockets seem to be another feature that will be seen in Fall and Winter. There is one top pocket, with welt. The cuff has a narrow, artistic cuff, with three buttons. There is a long vent at the back.

Check tweeds which came in last Fall, seem to have had their day, and are giving place to narrow stripes, which are to be seen in all the high-class New York stores. A narrow stripe gives both a big man and a short man a taller appearance.

Blue and black serges will be worn chiefly at weddings next year. The market for this class of goods is getting so high, it will soon be a luxury to wear black and blue. The big sale during the present period of depression is of fifteen and twenty-dollar suits, and the price of black and blue serges is running so high, it will be impossible to make suits at these prices.

HATS and CAPS

THERE is an increasing feeling among the manufacturers and a number of retailers that the prestige of the soft hat will be modified to a formidable extent by the stiff hat this Fall. The latter was a shade stronger than of late during the Spring and the sales so far for Fall indicate that a much larger proportion will be bought than was the case last Spring.

One manufacturer reported to The Review in the middle of June that his returns from men on the road during the previous couple of weeks showed that fully one-half of the sales had been stiff hats. Another mentioned three-quarters as the proportion in favor of the Derby, whereas in the Spring the proportion has been reversed.

Dyes a Difficulty.

"The stiff hats are standing at three to one," he declared. "We sincerely hope," he went on, "that the stiff hat will be the big thing for Fall. Already we are finding difficulty in getting dyes for our green soft hats and the situation in England and the States with regard to substitutes for the German aniline dye does not seem to be improving. If stiff hats come into vogue it is certain at least 90 per cent. will be black, and this gives little difficulty so far as dyes are concerned. There is some call for brown in the States and there will be a little probably in Canada but it has never made headway here and we do not expect it will to any extent this Fall.

"Another point that makes it likely that the stiff black hat will be in fairly good demand is of course the question of mourning, and we certainly must build on that in making plans for our output, just as retailers must in their buying. No one would care for the black soft hat, it would be the stiff hat that would be worn in cases where it is unquestionably necessary or where one's feeling tend that way and this will undoubtedly help the sale of the stiff hat.

"Foolish" Contrast Bands.

"It seems only natural to suppose that the soft hat has had its day with about four years of a run. What is hurting it most for the future is the foolish contrast bands that were brought out last Spring, which, although they did not last long had the effect of turning people away from the soft hat as a desirable piece of head wear."

Stiff Hats Higher.

The general tendency of stiff hats for Fall is rather higher than last year running on an average round 5¼ inches and 5½ inches, with a brim of about 2⅛ inches. Last year 5 inches was the average while the year before the hat, as all will remember, was much lower—4½, 4¾ and 4⅞.

Some hats for Fall run as high as 5¾, but the average will be 5¼ or slightly higher. There is a freak hat which has been brought out. 5¾ in. with 1 in. band, which tends to emphasize the height. It has a very extreme curve and will, of course, serve only to introduce the medium hat.

The bows will, for the most part, be at the side, even the three-quarter being considered now to have pretty well run its course, with scarcely any at the back.

The bands will average about 1½ in., with a few slightly narrower.

The crown is somewhat tapering, which is a departure from the rather straight up and down crown of the last few years, but these latter will, of course, have a good sale, as staple lines and for older men. There will be a tendency to tilt the hat considerably to the back of the head and down pretty well towards the ears.

When it comes to the question of color, the all-important one lately in the soft hat, the first place is given the old favorite, green. Not the lighter shades, of course, but the darker ones that were brought out for the Spring selling. Blues, it is generally agreed, are absolutely dead, except in a few articles. There were a number sold this Spring, but not in the larger cities and the slight sprint one year ago was a weak effect compared with the condi-

Fall Models—Upper one: Moor grey with black band and black binding. Lower: dark green with self-color band, high crown, both showing predominance of fedora style. Courtesy of Ansley, Dineen & Co.

tion of affairs in the Fall of 1913, when they were very strong, in fact leading the onward march of the soft hat movement.

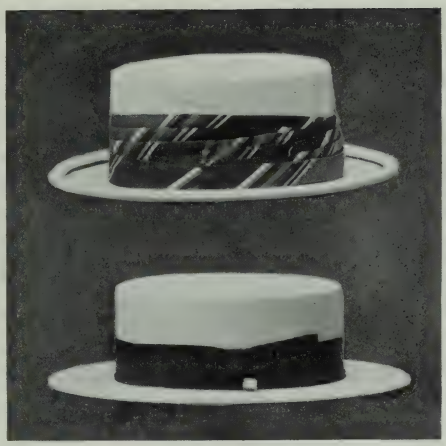
A large jobber, remarking on this, said this is the way with blues, their life is short; this was the third time in a number of years that blues had come in for a short time and then died away. Blues must be very strong or very weak; there is apparently no middle course for them as there is for green.

Greys Second to Greens.

With greens in the lead and blues absolutely eliminated, the next in favor would appear to be greys, the darker colors preferably, although a number of the lighter shades, pearl, for instance, will still have a good sale. Greys started late in the race this Spring, but made a fairly strong run, bidding for the most exclusive dresser during April and early May, although they were never popular with the general trade. The black band was the favorite "trim" just before the close of the season, and this promises to go into the Fall in preference to any other. There appears to be some need of a contrast in greys that there is not in greens. Greens are strong enough to stand by themselves; grey sadly needs some strong supporting color like black to carry it through. This is the explanation, then, for the preference shown for contrast band in greys, where in nearly every case, greens have a dark green band or a close approach to it.

Fedora Shape 1, 2, 3.

The shape of the soft hats for the Fall, so far as they have been brought out by the manufacturers, remain about the same as for Spring. It is noticeable that the movement towards the side bow continues to increase in strength and the flat bow is absolutely gone, while a large proportion of the hats have the band on the side rather than on the three-quarter or on the rump. The fedora will be in a class by itself, so far away have the other shapes fallen.



Just to show what they could do the Crown Hat Co., of Galt, brought out one—only one—particularly fine split straw—the lower one of the two illustrated above—of 20 laps to the inch, one of the finest ever manufactured anywhere. This has excited very favorable comment. The upper hat is the new type of Panama.

THE PUGGAREE BAND.

The "big noise" in the hat market for Summer hats and their appurtenances has undoubtedly been made by the puggaree band. Men's Wear Review had illustrations of these two months ago, and predicted a good run for them, and we understand now that the puggaree has "gone" with the trade to a surprising extent. A Canadian has gone into the business himself and it has proved a money-maker. Sales have been vigorously pushed and scores of stores in Toronto have devoted part of their windows to the display of the puggaree. A trip through the country reveals the fact that several stores in the smaller cities and towns are stocking it also.

The puggaree has had various sales in all sorts of spot and stripe combinations. Belgian stripes, Roman stripes and the like in varied widths and thicknesses have had the best run. Foulards, in different colors, got their share of the business while quieter combinations in dull colors have found lots of purchasers.

As the Summer wears on, observation of the men walking up and down our streets reveals the fact that many of the most smartly dressed men are wearing a puggaree.

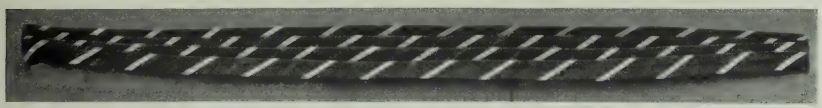
By-the-by, a puggaree band is supposed to be an Indian habit. It is worn over there round the sun helmet. It gives a touch of smart negligee that the plain black band cannot give, and while you can't wear a "Pug" to a funeral you can wear it pretty nearly everywhere else.

$40,000 OF PANAMAS IN WINDOW.

The John Wanamaker store in New York that is usually doing something big at all seasons of the year, opened this season with one of the largest displays of Panama hats probably, the world has ever seen. The value of the hats in the window was placed at $40,000 when finished. The window contained forms of Panamas in all stages from bundles of the fibre up to the finished braid, also a number of bales of natural hats from South America with the background of a rough hut, as found in the wilds down there surrounded by tropical plants.

A CORRECTION.

By an error a picture of a Cravanette Cap appearing in this department in our June issue was said to be the product of a company which does not handle it. This cap, which is a leading Summer line, is made by Charles C. Punchard & Company, of Toronto.



Type of puggaree shown by Wm. Wyndham, who rightly foresaw the popularity these would attain this year.

KEEP STRAW PRICES UP UNTIL JULY 15

August 1 is Best Date for Smaller Centers—This Year Result Will Be Disastrous If Early Cutting Starts In—Make an Agreement With Local Merchants.

THE evil of early price cutting in the straw hat trade should be recognized more clearly this year than for many years past. It is a long time since the season opened so late, and seldom has there been such a small sale of hats during the latter part of May and the first ten days of June. Indeed, last year most hatters will remember that they sold as many straws in the last ten days of May as they did the rest of the season, and this was not a small number. This year probably not five per cent. of their stock was sold by the 1st of June, and up to the middle of June the weather had only an occasional warm day so that there was very little demand.

If the epidemic of price cutting starts in this year as it did last and for a number of preceding years, what will become of the profit of the dealer in hats? It seems to be self evident that it is in the interest of the men's wear dealer to keep up the prices of straws until away round in July, but some may feel that it is unnecessary to urge this matter upon the retail merchants. But experience in other years has shown that some men seem to have a mania for boosting sales at the present period of June with the result that they spoil good prices not only for themselves but for everyone else in the neighborhood. Last year the selling of $1 straws to include everything up to $2.50 in a store started at the end of June, and by the first of July there was hardly a store on Yonge street in Toronto, which did not have its $1 sale of straws. This was recognized as a great iniquity, but the merchant meets you with the question, "What can I do when the man up the street or down the street starts price cutting? I must follow suit in order to get a share of the trade and save my reputation for future business."

The price cutting evil injures trade in so many different ways. Not only does it lessen the profit of the hat that would naturally be sold in the hot weeks of July, but by its being repeated year after year these price cutting sales have got a large portion of the public into the way of waiting until the first of July before buying their straws in order that they may get them at $1 instead of $2, or $2.50. This lessens the early sales. Nor does the reduction draw the man who ordinarily would buy two hats in a season. If he buys at the full price on the first of June or the latter part of May he is not ready by the first of July for a second hat, as he would be by the middle or the last week in July. The result is that he puts up with his one hat for the whole season because when a rush is made to the sale arena on the first of July the $1 hat game cannot be kept up at this rate until the first of August, when the second-hat-in-a-season man might be expected to get busy.

A movement was started last Fall among a number of hat dealers in one or two of the larger cities in Canada, looking for some agreement among themselves that would remedy this evil. Those who had it in charge found unanimity on the part of the hat men for some stand, and the fixing of some date that would be more advantageous to them than in the past. It would appear, however, that some definite agreement must be made by all those concerned in the different centres, possibly by the signing of some petition before this will produce any practical result.

The date which is generally agreed upon in the larger centres is the 15th of July. It should not be difficult to get all the hat men in the local men's wear stores of the larger cities to sign an agreement not to cut prices before the 15th of July, and in the smaller places the first of August is a date that is thought to be quite early enough.

We trust that the men's wear dealers will start some movement of this kind this year, particularly under the favorable circumstances of a late opening season which should add points to any arguments they use with rival dealers against what is a very hurtful and unnecessary practice. Particularly as has been said, when the sales are falling so late, and when the stocks of straws were less than usual to begin the season.

Whittling Away the Profits.

This subject is treated in the current issue of "Clothier and Furnisher," of New York, as follows:—

Cutting prices is started much too early in the season, often before the real hot weather has set in. What is the result? Many people wait until prices begin to drop before buying a hat. As a rule the hottest weather of the Summer occurs in July and August, and whilst June is a warm month it is not likely to have many scorching days. This being the case, why is it that so many retailers allow themselves to believe that Summer is at least half over and the bulk of the straw hat business is done when the 4th of July has come and gone? After that date the slaughter on the prices of straw hats begins. The profit already in hand begins slipping away and finally when Fall arrives there are little or no profits to show for the Summer's business and simply because the number of straw hats sold at cut prices was much larger than those sold at a profit, earlier in the season.

It is a belief with every manufacturer and also of all those in the straw hat trade that just as many hats would be sold, and at greater profit, if every retailer in the country would wait until the middle of July before making any reduction in the price of their straw hats. By that time everyone who wanted to wear a straw hat would have purchased one and at a profit-bearing figure to the retailer. By that time also many hats sold earlier in the season would have become soiled and men who could afford to would gladly purchase a new one at a reduced figure, particularly if there were a prospect of getting four or six week's wear out of it. People who purchase a hat in June and make that one last the season are not influenced by the early reduction in prices and would not be influenced at any time no matter if the reduction were made in July or August.

Making or losing profit on straw hats rests entirely with the retailer and if he does not make money out of them he has no one to blame but himself.

Leeder, Ltd., of Battleford, Sask., have bought the men's wear store of H. H. Ellis, Biggar, Sask. This firm has a dozen stores in that section of Saskatchewan.

A new hat and fur store has been opened in Victoria, B.C., by Booth & Booth. George R. Booth, one of the partners, left Sellers-Gough, Toronto, while the other, Charles R. Booth, was in the store of Fitzpatrick & O'Connell, Victoria.

KNITTED GOODS

AGAIN and again and still more strongly it should be impressed upon the retailer and it still needs to be impressed that he is a wise man who does not delay in laying in a stock of knitted goods for the Fall and Winter. Week by week the general situation becomes worse. This does not mean that there are no supples now on hand, as a matter of fact business conditions have been instrumental in keeping quotations to the retailer lower than the primary market conditions warranted. And purchases have been made even up to the present at prices far below those that will rule in a very short time. This is simply a fortunate incident, something that would not occur very often in business history and something which we feel certain will not continue very much longer. Indeed in a large number of lines increases went into effect this Spring and have been followed by several others in the meantime.

This is inevitable. Look in any direction you please and there does not seem any chance of conditions improving so far as the price or supply situation is concerned. The demand in Europe will continue certainly to the same extent as it is now, for months to come. The price of yarn is continually increasing. The attempts to find a substitute for aniline dyes of Germany have not yet revealed any great success either in England or the United States and it looks as if it would be some time yet before supplies are in anything like a satisfactory state. Last month and on a previous occasion The Review called attention to the wisdom of taking advantage of any fair offers that were being made by the manufacturers to lay in stock for Fall and Winter, and we repeat this with even stronger emphasis this time. At the beginning of June prices of crossbred yarns advanced 5c with 2c additional for indigo blue, and the finer yarns although not used to anything like the extent that the medium and coarser grades are for Army purposes, advanced in sympathy also 5c. At any moment further increases may be announced over the cable.

No Good Cashmeres at Old Prices.

In discussing the situation with The Review one of the shrewdest of the Canadian buyers said "I was fortunate to get my stock for Fall some time ago so got fairly good prices, I could not repeat now at anything like what I secured them then and if I waited a little longer the prices prices would be still higher.

Cashmere hose, around the same quality that sold for 35c last Fall, will cost sufficient to make it a 50c article this Fall. There will be grade of 35c cashmere selling but they will be of lower quality than last year, something like 25c quality or even lighter. By next Spring the indications are that there will be nothing on the market that will sell for 35c at all, 50c. will be the lowest that we can mark them. This condition will extend also to underwear. Even if there should be an unexpectedly short ending to the war we cannot expect any better conditions because for one thing all the soldiers who are in the field will have to be reclothed in ordinary civilian garments which will take an enormous quantity of wool and in addition to this the Government are sure to stock up with supplies of all kinds of hosiery, underwear, etc., and even Khaki clothing in order to have a sufficient supply to clothe as large an army as there is in the field at present or will be in a few weeks.

Summer Hosiery and Clocking.

The sale of white hose has been rather disappointing this year although the warmer weather may start the purchasing more briskly when it comes. One dealer remarked that the only people who were buying white hose were those who had not bought it before, his opinion being that no one would use it who had tried it previous years. However, this may be there has been some report of a fair sale of white hosiery and also white with clocking of black.

In colors there has been a small sale of tan but colors have come mostly in gun metal and grey.

There has been a certain demand for clocking in these, for instance in the gun metal and grey for self clockings and in black for white, and in white for black. In black there has also been a fair demand for gold and purple clocking and in tan for self clocking.

One dealer points out that the popularity of clocks would be much greater if it were possible to bring them out at a less expensive price for he cannot find anything that he can sell at less than 75c with which he is satisfied. On the thin grades the clocking costs as much almost as some of the cheapest lines of hosiery.

NEXT SPRING'S LINES.

Men's fifty cent union suits, says a New York report, are an unusually prominent feature of the new lines being shown for the next Spring season by underwear manufacturers. From the reports in the market as to prices and number of manufacturers showing samples the competition in this direction is keener than ever before. Prices to jobbers, according to reports, start at $2.75 per dozen and from there go as high as $3.50 a dozen, according to different styles. For the average flat knit suit the quotation is about $3.25. The better numbers go as high as $3.37½ a dozen for the flat suits and $3.50 for the ribbed suits. In the dollar suits there are the usual lines being shown for next Spring, the prices varying from $6 a dozen to $6.50 for the better grades. The best reports heard regarding the amount of business that salesmen are securing from jobbers for next Spring do not express the situation more strongly than by the word "fair." A "fair" amount of businesss, in other words, is the best that most lines can report to date. General expectation is that the bulk of the early buying will as usual be left by many buyers to the time when they make their trips here in July.

CARDWRITING MADE EASY

by

R. T. D. Edwards

LESSON NO. 6.

AS was stated in previous lessons but will bear repeating, a good layout on a show card is more than half that goes to make the card a success. You may have you letter formation perfect in every detail, but if you have failed to space them properly on the card, then your work goes for little. I have seen many cards that were quickly made but better from a selling point of view than others that took the writer hours, simply because the person who made the "quick" cards knew that to be a successful card writer one must work for "effect," rather than what may be called strict "accuracy."

The prospective customer does not stop and admire a card because it is correct from a drawing point of view. The card is there, first to attract the eye, and secondly to tell the observer about the goods it advertises, and to tell them at first glance.

Remember the show card often decides whether a customer comes into the store or passes by. If the card is difficult to read people are not going to wait to figure out what is on it. They will pass by with the impression that that store is not up-to-date. That means lost business.

Good Looking and Easily Read.

But, on the other hand, let them be attracted by a nicely worded, well spaced, and well lettered card which can be read at first glance, and they are bound to look at the goods if they are in the least interested, because the show card has told them something that has created a desire for further information.

Fig. 1.

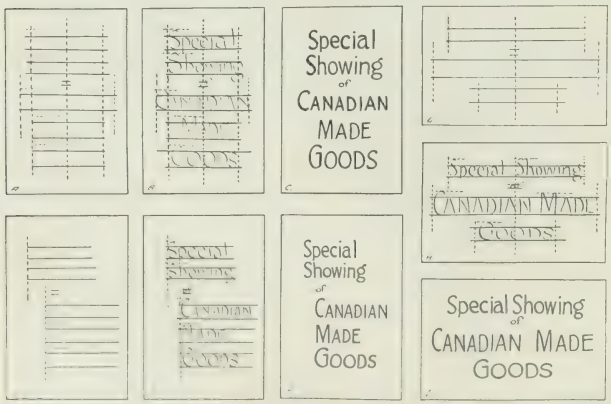
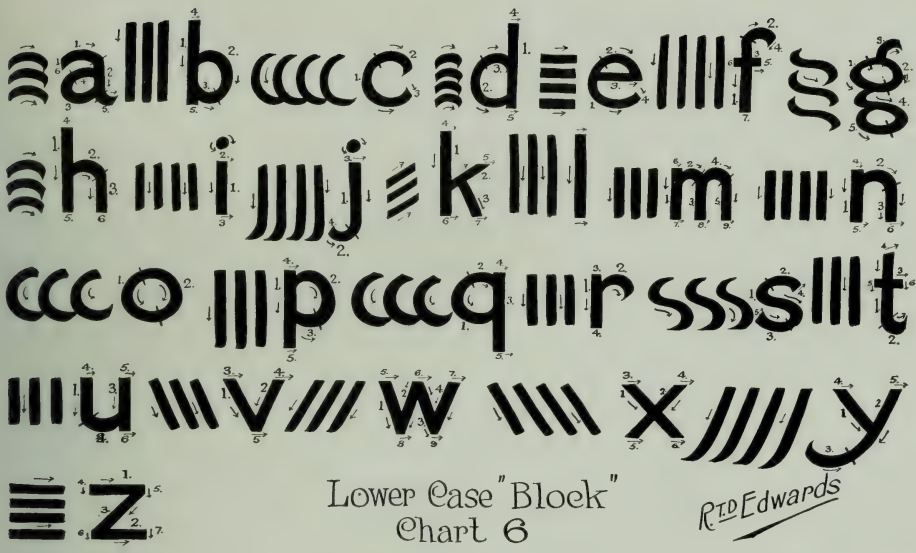
So, with the purpose of assisting the beginner I have prepared two plates, one of correct spacing and the other of inaccurate spacing. A careful study of these will do you a world of good before you fall into the rut of spacing "any old way."

Correct Method for Spacing

FIG. 2.

Three Styles of Layout.

Stick to straight line spacing for a long time yet. It is the easiest to make and much the easiest to read. In figure 2 I have shown three distinct styles of layouts. The first shows an upright card spaced from the centre. "A" shows how the card should appear after all necessary guide lines are drawn. "B" shows the next step. Here the letters are roughly spaced out so as to serve as a guide



for brush work, "C" shows the finished work with all pencil marks removed.

The next card shows a different style of layout. The lettering is started from straight lines down the left side of the card. This is the easier and quicker of the two layouts and is most popular in card shops.

The next style is balanced up from the centre the same as the first but is written on the card landscape style. This gives a chance to put more than one word on each line.

A study of Fig. 3, shows a few of the many errors in layouts which have come under my notice. I think the worst of all is the one with the lettering too large for the card. This seems to be the most glaring one among beginners. They get the idea that it is necessary to cover as much of the white space as possible and lose sight of the fact that it is the white card behind the black that makes the lettering stand out.

Chart 6.

This chart along with the last two charts, known as charts 4 and 5, complete the brush stroke block lettering. All the strokes in these letter formations are made with one stroke of the brush.

The "A" is composed of five main strokes. Make each stroke in the order as numbered and you will get along better than if you went at it haphazard. Practise well every stroke before attempting the full formation of the letter. 'B" shows a letter made up of three main strokes; 4 and 5 are the finishing strokes of the ends of stroke one.

"C" is composed of two main strokes and one finishing stroke. The end of stroke two does not need a finishing stroke if the brush is lifted so as to make a straight edge.

"D" has three main strokes. Stroke 3 is illustrated and needs considerable practice. The "E" has a formation similar to that of the "C." Stroke 3 should be parallel with the quick lines but nearer the top than the bottom.

Stroke 1 of "F" should not be made as high as that of the "B" and "D." The curve of stroke 2 brings it up to the top guide line.

"G" is the all-curve letter. Almost every card writer has a different formation for this letter. This is the one mostly used. This letter should be practised many times. Pay special attention to stroke 4 as shown in the preceding exercise.

Note that the top stroke 3 of the "H" does not come up to the guide line but meets stroke two, whose curved

(Continued on page 53.)

Special Showing of Canadian Made Goods
Too Much white space here
Lettering too large for card
SPECIAL SHOWING OF CANADIAN MADE GOODS
Special Showing of Canadian Made Goods
Lettering too much spread out
Too close to edge of card
Too close to edge of card
Special Showing of Canadian Made Goods
Too much white space
Lettering too low on card
Special Showing of Canadian Made Goods

Examples of Poor Spacing

FIG. 3.

THE JULY CLEARANCE SALE

THE month of July is one of the most useful clearing periods of the year, when the wise merchant engages in his semi-annual house-cleaning. More and more merchants are coming to realize that—as it is tersely put—"the first loss is the least," and bravely taking their first losses,—cashing in on them, to the growing confusion of the assignee.

This year has exceptional conditions in several lines that compel a careful consideration of the goods that will repay anything like a slaughter. For example a prominent clothing retailer deprecated any attempt at cutting prices on any serges in stock for the simple reason that they could not be replaced for anything like the price paid, and soon, not for the selling price.

Would Buy Up Every Dollar's Worth.

"If the public really knew the situation in regard to cloths there would be such a run on my stock that tomorrow by this time I wouldn't have $1 worth in the place!"

One leading retailer when asked the basis of selling prices for his clothing declared that on Summer lines he made it a practice to clear out at cost, but not below unless he felt sure he could not sell at the cost price.

Against "Discount" Notice.

"What is your view on offering so much per cent. discount at these sales?"

"I think it is a poor practice. It is not so much that the public will not believe what you say—unless it is grossly exaggerated—but the percentage really means nothing to them. What does it signify to a man that this suit is reduced by 25 per cent.; what he wants to know is exactly how much he has to pay for a particular suit, $15 or $12 or $10. It is not a question of what it was, but of what it is now; not how big a reduction is being made, but what the suit is going to cost at this moment. Percentage figures are confusing.

"It is far better to run a list, if you like, showing comparative figures: $20 suits for $15; $15 suits for $12; $12 suits for $10, and so on.

"This can be carried out in the case of ties: 'All $1 ties for 50 cents; all 50 cent ties for 25 cents,' for example."

Cut Ties in Two.

The cut-in-two prices are very common in ties, particularly where any lines are apt to go out of fashion, as any extreme or novelty style is, at any moment. There is no use to hoard these up; a small sacrifice now will net more than a larger one later on. In the case of shirts reductions are not as large, and usually run from 25 to 33 1/3 per cent.

Some stores that cater to a medium and higher class of custom object to feature reductions in their windows or even prominently inside the store, on the ground that this is liable to interfere with their regular trade. This idea, however, is fast passing away, and some of the most exclusive stores find periodic clearing sales are good business, in which the best of their customers often participate. The scruples, too, as to the use of price tickets are fast disappearing.

One Dealer's Schedule.

The following is a schedule which one high-class men's dealer has adopted, with success for several years past in his July clearance sales:

50 and 75 cent ties	3 for $1
$1 ties	50 cents
$1.50 and $1.75 shirts	$1
$2 and $2.50 shirts	$1.45
$3 shirts for	$1.95
$5 shirts for	$2.45

These "uneven" prices have taken well in the higher figures.

SHIRTS AND COLLARS FOR FALL.

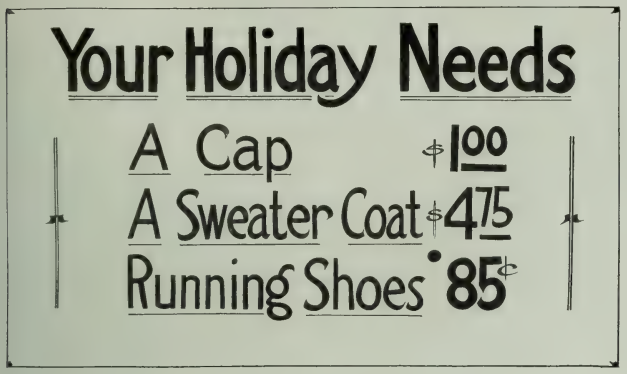
Probably the most interesting feature of the advanced Fall business thus far booked by the leading shirt manufacturers is the increased demand for stiff-cuff shirts, says "Men's Wear," New York. Before the salesmen went out on the road with their new fall lines there was considerable speculation in the market as to just how retailers would buy shirts of this character, for, while a majority of the manufacturers anticipated a greater demand for them, some of the most prominent buyers expressed the opinion that stiff cuffs would be no more popular next Fall than they were last season, but now, judging from the way orders have been placed by merchants all over the country, the indications are that a big percentage of the Fall business will be done on shirts with stiff cuffs.

In patterns, the demand is, as usual, for stripes almost exclusively, manufacturers report, the call for figures amounting to comparatively nothing. Only a few small orders are being taken for fancy stiff-bosom shirts, the bulk of the business on colored goods specifying negligee bosoms. Staple pleats are selling very well, as are also pique stiff-bosom white dress shirts, which are expected to completely replace the various soft-bosom shirts worn for dress purposes during the past year or two. The vogue of these tucked-bosom shirts has passed out as quickly as it came in several seasons ago. Many of the traveling salesmen have returned from the road, but some will be out until the latter part of this month.

A great many broad stripe patterns appear in the present season's goods, and retailers report that they are selling fairly well. The demand for silk shirts, especially in the popular-price grades, has fallen off considerably this season. The various styles of sport shirts which have been introduced on the market during the past year or two have become very popular, and comparatively large quantities of them are being sold this Summer.

Their popularity is expected to affect the sale of the regular attached soft-collar shirts to a certain extent. The sale of soft collars, in all the various styles in which they are made, has been very large this season. There are some men in the trade who believe that the vogue of solid-colored shirts among smart dressers this season is a forerunner of a wider popularity next Spring.

Several of the big shirt manufacturers are still complaining that cut-price sales have done more to demoralize the shirt business than anything else, but they feel that a great many retailers are coming to realize how really harmful these sales are and that fewer of them will be held in the future.



An appropriate window card.

CARDWRITING MADE EASY.*

(Continued from page 51.)

top just touches the line. The dots over the "I" and "J" are made with two strokes with the side of the brush.

Much practice is needed in order to get the right angles on stroke 2 and 3 of the letter "K."

Don't neglect to practice the "L," it will assist you in the formation of other letters.

The "M" and "N" are of similar formation.

The curved lines require a lot of attention. The "O" is the only two-stroke letter in the alphabet. You cannot practise this too much. Note the strokes used in this letter are the same as those in "P" and "Q."

Stroke 2 of the "R" after a lot of practice can be made without using a finishing stroke.

The exercise preceding the "S" is very beneficial in its formation.

Note that the stroke exercise preceding the "T" does not come to the lower guide line. This is to allow the curved tail to rest on the guide line.

The "U" is similar to that of the "N" only reversed.

Practise many times the slant lines of the "V" and "W." See that where the strokes join, the angles are all the same.

Cross strokes 1 and 2 of "X" are as near midway between the guide lines as possible.

The "Z" while it is constituted of straight lines, is not always easy to make. Make the upper and lower lines first, then the diagonal.

Wherever possible you will note, I have marked, by small cross bars, where the strokes join. This does not mean that you must lift the brush abruptly at these points, but they are the best places to overlap them. Take much care to keep the joins from showing. Draw the brush in the way indicated by the arrows.

Use the same method for practice work as explained in previous lessons. Practise each letter and exercise as shown in Fig. 1.

The accompanying cards illustrate the use of brush stroke block lettering, taken up in this and the last two lessons.

*At the request of readers of The Review the third page has been separated from the second instead of backing it, in order to allow of the pages containing this cardwriting article being pasted in a book for future reference.—The Editor.

TO TALL AND FAT MEN.

Did you ever try mailing a letter to a special class of men?

Here are two from a California retailer, one to tall and one to fat men. The first read as follows:

"Too bad when a man's long in the reach he cannot find shirt sizes to meet his reach. Not so at my stores.

"I'm a fat man, and personally see to the fat men's sizes—because in my travels I've found the 'portlies' usually neglected. This made me think of my elongated brothers.

"So I am my stores' godfather for long-sleeve sizes as well as fat men's sizes. "Suggest you drop in soon for a 'look.'"

The second read:

"I'm a fat man. I've tripped it around this world several times. I know what it means to hunt in vain for a fit in shirts, let alone underwear. And believe me—if any one build of man is specialized on more than another at my stores it is the fat man.

"The 'Old Man' sees to this his own self.

"I've just been down in the stockroom looking over the Spring 'smarties.' Some mighty nice creations in shirts, also underwear, for the 'portlies.' Suggest you drop in and 'risk an eye.'"

The lists in each case were prepared from information written down by clerks after each sale.

Sports shirts are being made up now in colors, as well as in white, stripes being the favorites.

Seasonable card you can turn out now.

Remember the annual convention of the Canadian Association of Display Men held in New York this year, August 2, 3, 4 and 5. The secretary is F. J. Thompson, 52 Stanley street, St. Thomas, Ont.

Odd Twists and Fancies in Men's Fashions

A SUSPENDER COMPANY announce a new style of belt that "holds trousers up and shirt down." The belt goes around the body several inches below the usual belt line and running up from it are cloth-covered flexible steel stays that fasten to the ordinary suspender buttons of the trousers, catching in the shirt at the same time like invisible suspenders.

* * *

This is a facsimile of a "map" tie being shown in London shops. The knot is arranged so that "Great Britain" takes the place of honor. This cut is reproduced here by courtesy of Hope Bros., London.

* * *

FLENE'S, BOSTON, IN AN ADVERTISEMENT announce that "White flannel trousers have just made their appearance in a domestic flannel, finished like English cricket cloth, and of a close weave that does not show your garters." The price for a pair is $4.95.

* * *

ALTHOUGH THE PALM BEACH suit has not developed much strength in Canada so far, it is selling very rapidly in the States. In the Middle West even farmers are calling for it.

* * *

This is a tie seen by The Review in Detroit, and is also on sale in New York and elsewhere. It is a sports tie with both sides similar and instead of being tied is caught by a corded silk band which slips easily up into place. It was brought out to suit the new sports shirts.

* * *

A SHIRT SUIT of fine white Oxford has been brought out by Cluett, Peabody & Co. The trunks are in one piece with the shirt, which has half sleeves and pocket.

This cap is a type of unusually extended peak.

A NOVELTY IN FLANNEL shirts has been brought out in the shape of a knitted worsted collar, as in a sweater coat. The collar may be worn in three different forms. There is a strap of flannel fitted to the left-hand side of the neck-band, which buttons across the front when worn military or storm fashion, while it buttons across the back for the collar when it is worn as a turn-down. This shirt is made up in khaki as well as in the regulation grey flannel.

* * *

SHIRTS OF THE ALLIED NATIONS have been brought out in silk and other materials. These consist of alternations of heavy and light stripes with the red, white and blue of Belgium, the French tricolor design, the Russian yellow and black, etc.

* * *

A CHEAPER LINE of silk-bosom shirts is on the market at about $1.50 instead of $2. One difference in price is found in the cuffs, which, while unlaundered, are single instead of the French double.

* * *

A NEW IDEA is introduced by a British firm of straw hat manufacturers whose line is handled by a Montreal jobber. It consists of a small mirror inserted on the inside of the crown, taking the place of a lady's vanity box. All it lacks is a powder puff. One of the drawbacks to this arrangement is that it is impossible for a person to see his hat in the mirror.

* * *

This is the new "Round-the-Corner" hat brought out by Truly Warner and shown in his Detroit store. He calls it the most becoming he has ever brought out.

The Men's Wear Review Chart of Correct Dress for all Occasions.

DAY WEAR.

OCCASION.	COAT	WAISTCOAT	TROUSERS	HAT	SHIRT AND CUFFS	COLLAR	TIE	GLOVES	HOSE	BOOTS AND SHOES	OVER-COAT	ET CETRAS
BUSINESS, LOUNGE AND MORNING WEAR	Single or double-breasted jacket or cut-away plain or braided	To match coat, or of fancy fabric cut medium or else double-breasted with long roll.	Like jacket or in case of cut-away coat, striped grey	Straw or Panama or Silk	White or colored negligee; plain or pleated	White wing or double fold	Four-in-hand Ascot, or bat-wing	Yellow, grey or chamois or red or tan kid	Cotton, lisle or silk, black or subdued colors	Black or brown, high or low, plain or fancy uppers, black low patents with white or light spats	Chesterfield loose or form-fitting; grey or black or cravenette	Single pearl, gold or jeweled links, gold chain, light weight cane.
MOTORING, GOLF, GENERAL SPORTING, COUNTRY	Norfolk or jacket in grey, green or brown tweed	To match coat or fancy fabric.	Same as suit or flannel; knicker-bockers with strap and buckle, knicker-bocker breeches	Cloth, felt. Alpine cap	Negligee: soft cuffs.	Soft, cutaway, or fastened or kerchief	Four-in-hand, or sailors knot or stock	Yellow chamois or special sporting	Wool stockings plain or fancy tops or puttees	Brown low brogues or boots, leggings	Raglan loose-fitting or cape or Burberry	Plain gold bar pin
WEDDING, MATINEE, CALLS, RECEPTIONS AND GENERAL AFTERNOON WEAR	Cut-away or frock, s. or d., breasted, black or grey, braided or plain.	Same as coat, s. or d. breasted, medium or fancy double breasted low	To match coat or grey striped worsted	High silk	Stiff or pleated white; Stiff cuffs: Plain or fancy	Wing or poke	Ascot or four-in-hand to match gloves	Buck, tan or white, or pearl grey suede or chamois	Black or dark colored silk, plain	Patent leather or dull calf (black) lace; plain tops	Frock, s.b. or black Chesterfield	Pearl or opal or diamond pin; gold chain; plain gold links

EVENING WEAR.

EVENING, WEDDING, BALL, THEATRE, FORMAL OCCASIONS.	Evening tail coat, facings of satin.	White s. or d.b. of pique or linen, black or grey fancy silk	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, two studs showing	Poke or wing	Butterfly, with round or straight ends, plain white or small pique pattern	Plain white glace kid or white suede white cape for theatre	Black, grey or deep blue silk or other subdued color	Patent leather ties, patent leather pumps	Frock, Chesterfield or Inverness in dark blue or black	Pearl or moonstone links and studs platinum bar chain
INFORMAL DINNER OR DANCE. STAG DINNER AT HOME, ETC.	Evening jacket, s. or d. breasted, black.	Same as above — white, black or grey S. or D.	Same as above	High silk or Alpine plush or Panama	As above or, for Summer, soft pleated bosom	Same as above	Same as above in black	White back	Same as above	Same as above	Same as above	Same as above

Good Ad Copy for Men's Wear Stores

Here are three advertisements drawn up by an advertising writer for Men's Wear Review that should prove helpful for the summer campaign. Each is intended for single column, 7 inches—an appropriate size and shape for men's wear copy. Follow style of these suggestions in setting. For your convenience the illustration cuts may be purchased through Men's Wear Review at the price of 50 cents each, postpaid. Cash must accompany order.

"Come on in—the water's fine and the beach is sandy"

Don't let the lack of a bathing suit keep you from enjoying the people's Summer pastime.

No matter what particular style your figure is—short stout, tall stout, short slim, tall slim, or normal, we have a bathing suit that will fit you and a style that will catch your fancy.

Join the merry crowd with one of our no-shrink, no-fade bathing suits. Drop in to see them.

(Firm name and address)

Provoking isn't it

to have a starched collar glued to your neck on a 104 - in - the - shade day when, if you had thought sooner, you might have had the comfort of a neat, cool, soft collar—and in your favorite style too?

We're reminding you tonight so that you won't have to suffer to-morrow.

Step in and see our new range of plain and fancy P.K.'s, Silks, etc., in all styles.

(Firm name and address)

"That's my hat!"

is the exclamation that would naturally accompany the expression on the face of the average man who sets eyes on the new model the nobby top-covering, we are displaying to-day.

It's "just in"

and has opened up away better than our wildest expectations allowed for—a real choice bit of headgear that will "get" even the most conservative dresser, yet the man with the extremist ideas will "fall" for it at first sight.

Figure on seeing this new hat at once.

(Firm name and address)

This is a reproduction of a two-page spread from a Baltimore paper at the opening of the hat season, as described elsewhere in this issue, and appeared in "The American Hatter. A feature of the occasion was an appeal by charitable institutions for the use of all cast-off hard and soft felt hats for use during next Fall and Winter. These ads. contain some suggestions for making copy, although one shows the evil of early season price-cutting.

Below is the first of a series of reprints of Canadian ads. some of excellent quality and some not quite up to the mark. The largest one, from St. Thomas, is a type of complete advertising, in which the space—5 cols. wide—is sufficient for treating coats, hats, underwear, suits, etc., adequately. A strong point about this is that descriptions in detail accompany each announcement, usually a convincing form of advertising where the goods are right. The Ely ad. used is a new style Mr. Ely has been running, with "typewriting" type instead of the ordinary newspaper type. This is neat, and gives an exclusive, and at the same time a "personal letter" air to the ad. Where only one firm uses it in a place, it remains effective.

The Brantford ad. on the left side is good in wording, but the heavy, crocodile-leather-looking border detracts from its appearance. The hat cut and single rules would be better.

The ad. from New Glasgow, N.S., tries to cover too much especially in illustrations. One of the kind is quite sufficient for one notice as to a great extent they are repetitions in form and contents. Something more definite on a few lines usually pulls more than a half dozen general statements.

Summer • Wearing Apparel
Summer Coats
$1.50, $2, $2.25, $2.50, $3.00
Straw Hats
Saturday the Big Hat Selling Day
Fine Sennetts
$1.50 and $2.00
Fine Split Straws
$2.00
Chip Straws
$1.00, $1.25 and $1.50
Soldiers' Supplies
SPLIT STRAW SAILORS
$1.00 and $1.25
PANAMAS
$2.95, $3.95
A SPECIAL HAT
$6.50
UNDERWEAR
YOUTHS' HATS
$1.50
BOYS' HAT
25c
AUTO DUSTERS
SUMMER
WASH SUITS
WASH HATS
CHILDREN'S HATS
MEN'S FIXIN'S
It's a Man's Toggery that Trims Him Up!
A handsome Shirt a choice Tie, Smart Hosiery, Gloves etc. are always immaings that mark a well dressed man
In our Furnishings Department we show the choicest and most exclusive productions we can secure
NEW SPRING SHIRTS -- 75C TO $1.75
EXCLUSIVE NECKWEAR 25C TO 75C
NEW IDEAS IN HOSIERY 15C TO 75C
NEW SOFT HATS 1.00 TO 4.00
NEW STIFF HATS 2.00 TO 3.00
Come and see what choice Toggery we can furnish you and how well we can trim you up for Spring without an overcharge anywhere.
Fanjoy's Limited
NEW GLASGOW
Nova Scotia
Anderson's Clothing Department
King Edw'd Hotel
ELY
Men's Furnisher

OF A PERSONAL NATURE

J. Ludman has opened a clothing store in Winnipeg.

* * *

William Rewen has opened a tailor shop in Brandon, Man.

* * *

The Reliable Clothing Co., Winnipeg, has been registered.

* * *

C. Goody has opened up a men's wear store in Weyburn, Sask.

* * *

Beggs & Hills, tailors, St. James, Man., have dissolved partnership.

* * *

The Ware Clothing Co., Regina, has been incorporated as Wares, Limited.

* * *

John Rodger has bought the men's wear store of G. T. Scott, Preston, Ont.

* * *

W. McLelland, has opened a men's store at 66 King street east, Hamilton.

* * *

Freeland Bros., have opened a clothing and men's wear business in Winnipeg.

* * *

The death took place of W. G. Scott, of Scott Bros., men's furnishings, Montreal.

* * *

The City Hat Works, and the New York Hat Shop, both of Winnipeg, have been incorporated.

* * *

Loss of $1,000 was suffered by C. B. Giffin, men's furnishings, during a big fire in Sydney, N.S.

* * *

The Miller Rubber Co., of Canada, has been chartered with capital of $50,000 and head office Toronto.

* * *

De Young, men's furnisher, Toronto, has put in a men's wear stock in Callum's cigar store, King street west.

* * *

F. E. Liddle, Regina, has taken charge of the dry goods and men's wear department of the Anderson Supply Co., Craik, Sask.

* * *

Among Quebec registrations are: Fashion Fit Clothing House; Peerless Tailoring Co.; Fashion Knitting Co. and Model Tailors, all of Montreal.

* * *

Early in June cables brought bad news of Mr. A. R. Clarke, of A. R. Clarke & Co., Limited, Toronto, who was on the "Lusitania." A broken rib had pierced his lung. Later news, however, says that he is improving.

* * *

J. B. Harrison, formerly manager of the cotton department of Gault Bros. Co., has started business for himself as manufacturers' agent. He will represent in Montreal the Oxford Knitting Co., Limited, Woodstock, Ont., manufacturers of men's and women's fine underwear.

* * *

Much sympathy is felt in Montreal for William Robertson, the St. James street hatter, whose son, Ian, has been killed in France. He was only seventeen years of age when he enlisted in the Grenadier Guards following the outbreak of war.

CHANGE IN LOUNGE SUMMER SUIT.

The lounge suit is undergoing a noticeable change to avoid the ready-made styles, says a Canadian expert. This is particularly noticeable in the jacket on which the ready-to-wear makers are featuring an extremely wide and high notch lapel. The favored English lounge suit shows a slightly smaller lapel which is not so extreme in effect and the garment being hand-tailored with a soft front, has a decidedly more graceful roll than the ready-made article.

WITH OUR ADVERTISERS

From Information Supplied by Sellers, But for Which the Editors of The Review Do Not Necessarily Hold Themselves Responsible.

PRINCELY NOVELTY CO.

The Oppenheim Roggen Co., manufacturing "Little Prince" boys' wash suits, 84-90 Fifth Avenue, New York, will be dissolved on July 1. A new firm, under the name of the Princely Novelty Co., is being formed by Max Katz, their designer and manufacturer, William Singer, one of their salesmen, and Benjamin Pachmel, office manager. This new firm will manufacture the same line as the old firm, and is at present looking for quarters. I. Roggen and Samuel Oppenheim of the firm are not yet ready to make public their future plans.

* * *

"ARM AND HAMMER" AND "HAUGH" BRANDS.

The business known as McKechnie & Tanner, Limited, and that of the Defiance Manufacturing Company, Limited, have been amalgamated, and will henceforth be known as the J. A. Haugh Manufacturing Company, Limited.

It is their intention to continue manufacturing the lines the old companies specialized in, and they feel that they are now able to serve their customers even better than formerly, as each line of manufacture strengthens the other, and enables their many friends to continue with them as one account.

The "Arm and Hammer" brand will be used on shirts and overalls; and the "Haugh" brand for trousers, duck clothing, etc.

The new firm hope for the continuance of the pleasant business relations they have enjoyed in the past; and assure their customers that their commands will receive prompt and careful attention.

WANTED GOOD MANUFACTURER'S LINES TO ESTABLISH agency and handle on the road, Maritime Provinces. Write with full particulars. Box 3, Men's Wear Review, Toronto.

Feature Number 10

CONCENTRATION

—That's exactly the word that describes our policy —Webster says "Concentration is the act of directing to one object." We direct or centre all our attention, all our resources in the manufacture of water-proof linen collars to *"One Grade only and that the best."*

KANT KRACK is not one of several grades, but the best water-proof collar made at any price, backed with an absolute guarantee by the makers.

This is only one of the many features of KANT KRACK water-proof coated linen collars which make excellent selling arguments for the promotion of sales. Note others listed in panel and write for samples of the various styles and finishes.

Sold direct to the trade.

KANT KRACK

FEATURES

The heavy flexible lip.
Cemented and riveted lip.
The long slit over back buttonhole.
The reinforced back buttonhole.
Waterproof but odorless.
Cleaned easily and quickly without cost.
Made of fine waterproof coated linen.
Made in Canada by expert Canadian workmen.
Try one on the absolute guarantee of the makers. "We stand back of it."

The Parsons *and* Parsons Canadian Co.

HAMILTON, CANADA

You are Needed in Chicago

if your business interests can be advanced by trade or technical journals. The relation of these publications to your business needs will be among the subjects discussed at the Eleventh Annual Convention of the Associated Advertising Clubs of the World, June 21-25.

If you champion the cause of truth - in - advertising and every other channel to saner, cleaner, better business; if you feel heartily in accord with the attainment of these ideas and ideals you are needed.

The various committees in charge of arrangements assure us that every effort is being spent in providing a programme of many-sided interest.

President Woodrow Wilson has promised to speak in session, international relations permitting. Hon. William Jennings Bryan, late Secretary of State; John H. Fahey, President of the Chamber of Commerce of the United States; George Horace Lorimer, Editor of the Saturday Evening Post; Henry Watterson and Arthur Brisbane are among others listed for the programme. This convention will bring together what promises to be the greatest gathering of business builders that ever worked for a common purpose.

There will be open departmental meetings for the discussion of trade and technical newspaper, magazine, outdoor and various other forms of publicity. Business men will find solutions to their own peculiar merchandising problems.

Remember the date and place, June 21-25, 1915—Chicago.

WILL YOU BE THERE?

Full information, including rates for accommodation and programme bulletins, can be secured by addressing Convention Committee, Advertising Bldg., Chicago, Ill.

Men's Wear Review 143 University Ave., Toronto
Montreal, Winnipeg, Boston, New York, Chicago, London, Eng.

SOMETHING NEW!

Exclusive Tailoring Device

Business dull? Give it fresh life. A new Suit Maker that can be used for window trimming, demonstrating purposes, etc., enables you to

SHOW YOUR CUSTOMER HOW HIS SUIT WILL LOOK WHEN FINISHED

THESE ILLUSTRATIONS TELL THE STORY OF THIS TIME AND TROUBLE SAVING device, long needed in the tailoring business. Simply slip material between the panels, then drop back the forward panel—and there you are! Takes only three seconds. Thus you place right before your customer's eyes an exact, life-size reproduction of how the suit will look on him. *That's what he wants to know.*

Incidentally it will save you dollars and bring new customers. It eliminates the old-fashioned way of draping the cloth over your arm or leg. You save sample cutting and it moves odd and old patterns from your shelves by making *them attractive to the customer's eyes.*

The fixture itself is very simple, staunchly constructed. No mechanism to get out of order, nothing to break. It is an *advertising medium and a silent salesman* of the best sort. And it will pay for itself in a short time.

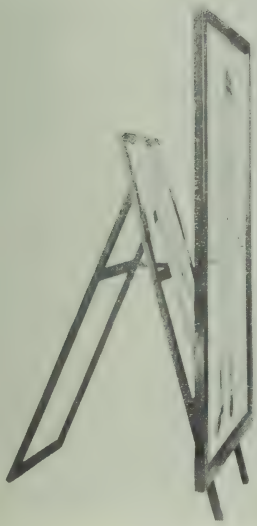


Fig. 1

COSTS ONLY

$12.50

For medium-size Demonstrator, 43 x 22 ins.

FOR LIFE-SIZE DEMONSTRATOR, 63 x 31½ ins.

Only $15.00

F. O. B. Hamilton

(Patent applied for)

Frame is finished in Birch-stained Mahogany or dark Fumed Oak. Paneling and cut-out made of Veneered Wood, highly finished, showing natural grain.

Fig. 1 shows the Demonstrator when open and ready to receive the cloth.

Fig. 2 shows the Demonstrator with the cloth in position. Note its neatness, compactness and practicability. This illustration is taken direct from photograph.

Fig. 2

TAYLOR MANUFACTURING COMPANY

The Taylor Manufacturing Company,
Hamilton, Canada

Date ..... , 19 . .

Gentlemen:—Please ship at once by ..... "Suit-Making Device," Size ..... Finish ..... , for which I agree to pay $.....

Name .....

Street and No. .....

City ..... Province .....

Send in this Coupon NOW—To-day. Obey that Impulse.

Imperial
Pure Wool
Underwear

You're Going *to* Sell Wool Underwear

this Fall and going to sell all you can—the more you sell the more reason you have for selling the best that you can buy—the underwear that will clinch the come-back orders by giving absolute satisfaction.

Such a line is the Imperial Pure Wool Underwear. For over a third of a century these high-grade, time-tested, pure wool garments have been making satisfied customers for merchants throughout the Dominion.

The range consists of Imperial Natural Wool, Elastic Knit, Scotch Wool and Scotch Knit for Winter wear and balbriggans, lightweight merinos and worsteds for Summer.

Write for Samples

Kingston Hosiery Company

KINGSTON, ONTARIO

This applies *to* you

Attractively displayed jewelry is sure to catch your attention, and if you have needs in this line you're going to buy apply this to your own business.

Your suits well displayed are going to get the attention every time of the man needing a new one. But to have them well displayed you need the assistance which Dale coat forms give. They show the latest styles off to perfection, being made to conform accurately with them.

A couple of these forms will prove a big factor in selling your suits. Why not order a couple?

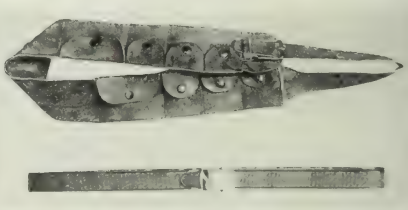
The Dale Wax Figure Co.

Limited

The Largest Manufacturers of Display Forms in Canada

Formerly Dale & Pearsall

106 FRONT ST. E. TORONTO



We manufacture 6 good selling lines for soldiers to retail from 75c to $1.50. Samples on request.

Soldiers', Sport, and Dress Belts

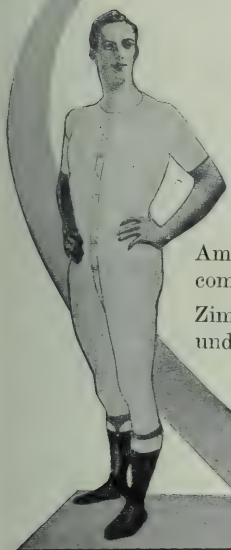
Men are becoming more in favor of the suspenderless trousers; the close fitting waist line and the leather belt. We are showing a very fine range of Soldiers', Sportsmen's and other belts. The upper illustration shows the regulation Military Belt (lightweight), used also for Sporting purposes; the lower is our new adjustable style.

Order a sample dozen to retail at 50c. We will sell you 12 kinds at $3.75 a dozen.

Western Leather Goods Company

LIMITED

1191 Bathurst Street - - Toronto



ZIMMERKNIT
HIGH GRADE
UNDERWEAR

Among your customers, there are many who will demand the comfort of the perfectly woven Zimmerknit garments.

Zimmerknit will bring them in again and again, because no other underwear gives such complete satisfaction.

Zimmerman Manufacturing Company, Limited
Hamilton, Ontario

Agents: E. H. Walsh & Co., Toronto; W. R. Begg, Toronto; A. R. McFarlane, Vancouver

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The Publisher's Page

By F.M.A.

The Knocker is always found on the outside of the door

¶ Advertisers and others tell us that they are told by advertising and subscription salesmen (with axes of their own to grind) that we cannot keep up the pace and maintain the editorial standard of Men's Wear Review.

¶ But as stated in this page before we have the necessary organization and facilities for securing and publishing in attractive form the news and information you find in every issue of Men's Wear Review.

¶ And the next man who tells you we cannot keep it up, tell him he didn't have to knock to come in and doesn't have to knock to go out.

¶ We are here to stay and have nailed our standard of editorial superiority to the mast, where it will stick.

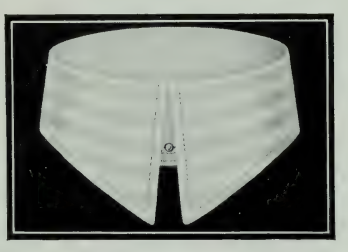
¶ We guarantee to both reader and advertiser that the standard will not only be maintained, but improved considerably.

¶ If the worst they can say of us is that we cannot keep it up, they must admit our present superiority, and as for the future, we will take care of that.

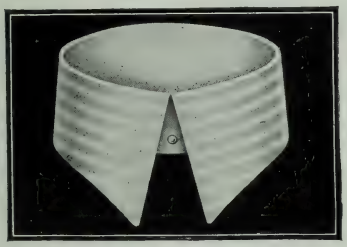
¶ What's the answer?

MEN'S WEAR REVIEW
Publication Office: 143-153 University Ave., TORONTO

LONDON
Shown only in 2¼ inches



MILTON



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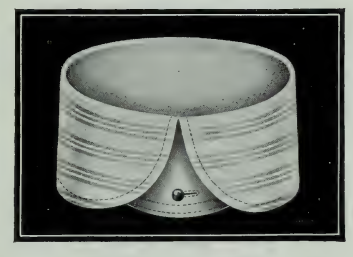
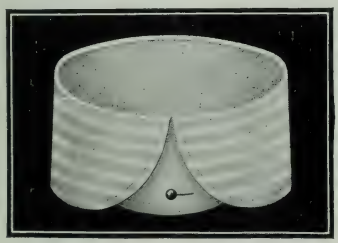


WHITBY
Shown only in 2¼ inches



BEDFORD
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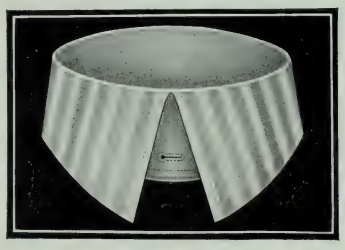


ESSEX

SIX SPECIALS MADE BY

The Canadian Converters Co., Limited, Montreal.

MAKERS OF Success COLLARS MADE IN CANADA

"Made in Canada"

Monarch and ARROW

UNION SUITS

IN FINE MUSLIN OR NAINSOOK

Monarch Quality, $9.00 PER DOZEN SUITS Arrow Quality, $10.50 and $12.00

Monarch Two-piece Undersuits, $9.00 per Dozen Suits

CLUETT, PEABODY & CO., INC., Makers

Salesroom—MONTREAL Factory—St. JOHNS, P.Q.

MEN'S WEAR REVIEW

Vol. V PUBLISHED MONTHLY No. 7

Photo. Underwood & Underwood.

August 1915

Maclean Publishing Company,
LIMITED
143-153 University Avenue,
TORONTO.

MADE IN CANADA

The Crown Hat Company, Limited, *of* Galt, Ontario, announce that their representatives will be out the 1st August with the new line *of Classic Hats for Men* for Summer 1916. ■ ■ ■ The range includes a fine showing *of* Split, Sennit and Soft Brim Straws—also some very fine novelty numbers that promise to be extremely popular next year with the straw hat-wearing public. ■ Buy "Classic" and get the best service possible.

The TIE of the FUTURE!

The New IMPROVED

Sterling "Stay-in-Shape"

PATENTED MARCH 1915

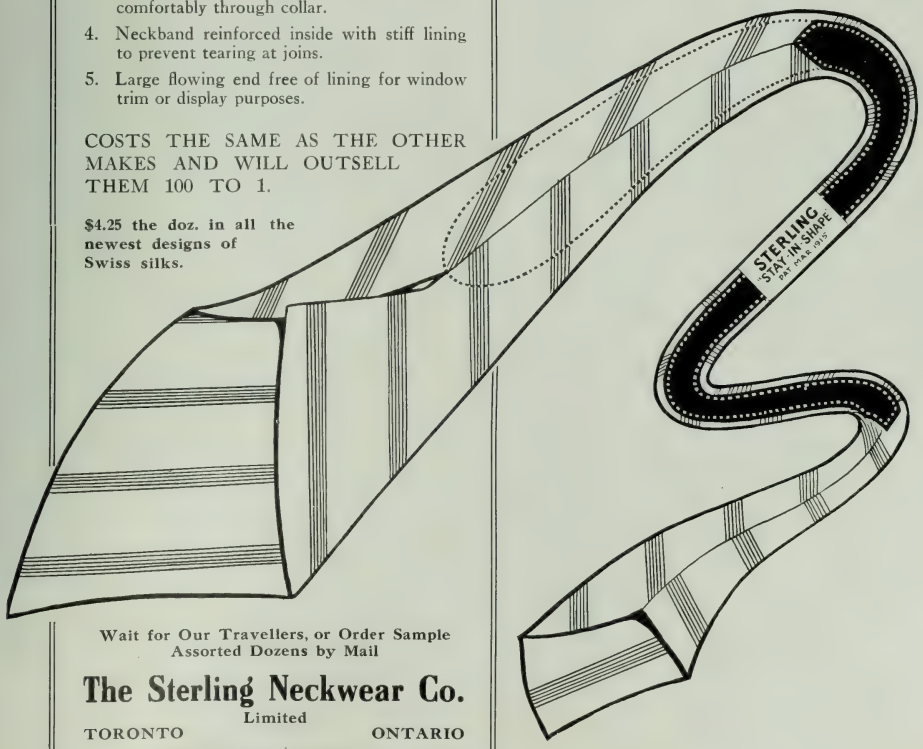
This new perfected "STAY-IN-SHAPE" Tie will be the one "best bet" for big Fall business.

SEE HOW IT'S MADE

1. Has two rows of stitching running right through from the back of tie into the lining, gripping it firmly in place so that it cannot slip, rip or twist out of shape.
2. These "Stay-in-shape" stitches now run right around the large end of tie and away up into the neckband, preventing "crumpling" or "puckering" in the knot.
3. Neckband has satin facing, so that tie slides comfortably through collar.
4. Neckband reinforced inside with stiff lining to prevent tearing at joins.
5. Large flowing end free of lining for window trim or display purposes.

COSTS THE SAME AS THE OTHER MAKES AND WILL OUTSELL THEM 100 TO 1.

$4.25 the doz. in all the newest designs of Swiss silks.

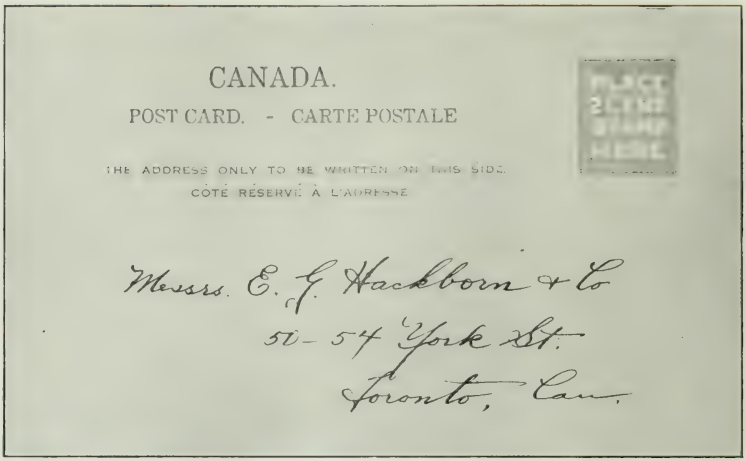


Wait for Our Travellers, or Order Sample Assorted Dozens by Mail

The Sterling Neckwear Co.
Limited

TORONTO ONTARIO

"The House of Novelties"


CANADA.
POST CARD. - CARTE POSTALE
THE ADDRESS ONLY TO BE WRITTEN ON THIS SIDE.
CÔTÉ RÉSERVÉ À L'ADRESSE
PLACE 2 CENT STAMP HERE
Messrs. E. G. Hachborn & Co
50-54 York St.
Toronto, Can.

What You Do:—

REVIEW the business you have done during the past six months, now, and see how you could have increased it if in addition to your regular stock, you had been selling a dependable line of made-to-measure tailoring. You know what it has cost you to do business,—what your rent has been, how much you paid for clerk hire, etc., what it has cost you to carry your stock, and you can easily figure out what proportion this bears to the total amount of the sales you made.

Now consider this,—you could have sold several Style-Craft made-to-measure suits every week without one additional cent of expense and with little extra effort. The whole profit made on each suit would have been a net profit, one that you could set aside as an investment fund or for use in any way you desire, or you could add it to your total profits with the result that your proportion of selling expenses to sales would be materially reduced.

Does not this sound attractive? It is attractive, and it has been the experience of hundreds of merchants who have been selling Style-Craft Tailoring.

All you need do is send us a postcard, enquiring about the Style-Craft Agency proposition. Now is the time to do it, for next month we will be sending out our sample outfits, and we want to place our agencies with the men who will give them early and constant attention.

The Style-Craft Agency will supply you with the means of reducing the "high cost of doing business" and it will add to your store's reputation for being able to supply the dress requirements of well-dressed men.

Style-Craft
TAILORED CLOTHES

E. G. Hachborn & Company

50-54 York Street, Toronto, Ontario

What We Do:—

UPON receipt of a request from you, we send you full information about the Style-Craft Tailoring selling plan. Then we send you our selling outfit, which includes style plates, order forms and sample swatches of the season's most popular fabrics. We furnish you with complete equipment to start a custom-tailoring department,—all you need is a table on which to show the samples and the determination to sell made-to-measure suits and overcoats to all your regular customers and to as many new ones as you can interest in the line.

After you have the samples and commence selling, our service to you only commences. You sell the first Style-Craft suit to a customer, but we see to it that he receives such satisfaction that future sales are made certain. Success in selling made-to-measure tailoring rests on the tailor's ability to satisfy every customer. The agent has done his part when he secures the order and sends in the correct measurements, and we see to it that Style-Craft garments back up every claim the agent makes for them.

Style-Craft
TAILORED CLOTHES

The styles shown and the patterns and qualities of the fabrics sent you enable you to sell clothes to any man. In our tailoring shops, the best custom tailoring practice is followed in all operations of making, and the inspection that every garment undergoes before we send it to you insures it will meet with the approval of your most exacting customers.

Will you send us that postcard to-day?

E. G. Hachborn & Company

50-54 York St., Toronto, Ontario

Your Customer for an Outing Shirt will Buy an Ingersoll too!

The "call of the open" gets into the bones of every man when the hot days of July and August arrive—his plans for outdoor sport and his summer holiday trips are put into effect—he gets back to Nature and "roughs it."

No man is going to wear clothes that won't stand the rough life, nor is he going to take his expensive, easily-damaged watch—**his need is a sturdy, inexpensive Ingersoll, which stands the rough and tumble life and all kinds of weather, yet is very neat in appearance and a reliable time-keeper.**

You have outing men in to make purchases every day and dozens of times a day—there's your opportunity—Your Ingersoll opportunity with its quick sales and big profits.

A small Ingersoll show case on your counter with an assortment of Ingersoll watches means only a small investment, but gets the attention of your customers. Sales are made easily and quickly because the Ingersoll qualities are well known.

Now is the best time to put in a stock of Ingersoll's. **Write to your jobber or to us for an assortment** of watches and advertising that will cash in on the summer demand—**now.**

Robt. H. Ingersoll & Bro.
200 McGill Street - Montreal, P.Q.

The Boston Cap
REGISTERED BRAND
MADE-IN-CANADA

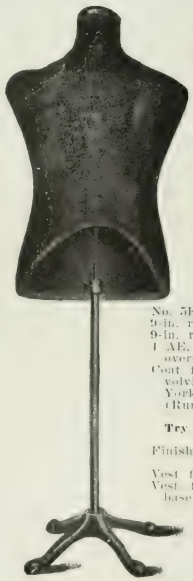
See Our Range *for* Fall

This is our Boston No. 1—one of the many different patterns we are showing in our Fall range to sell at $4.50 a dozen up.

Write to-day for samples of our best sellers

Boston Cap Co. 219 St. Lawrence Blvd. MONTREAL

Create the Demand



and the sale will look after itself. There is no better way of creating this demand — of bringing customers into your store than by a good display of your suits on Richardson Men's Forms. They bring out to perfection the close-fitting lines of the coat so popular at the present time. The coat hangs right either buttoned or unbuttoned, and the collar fits snugly round the neck.

Write for catalogue.

PRICES

No. 5E, as cut	$ 5.00
9-in. round base in black Japan	4.50
9-in. round base in oxidized copper.	6.00
1 AE, 12-in. base, 18 standard, for overcoats, oxidized copper	7.00
Coat form with oak stand and revolving motor, as used by New York tailors, oxidized copper (Runs twelve to fourteen hours after winding.)	30.00

Try something moving if you want to attract attention.

Finished with life-size Bronze P.M. Heads, $3.00 extra.

Vest form, japanned	3.00
Vest form, oxidized copper, round base	4.00

A. S. RICHARDSON & CO.
99 Ontario Street
TORONTO

Sales Booster

THE SEVENTH

Try the rainy-day stunt

An eye-catcher is the thing. It's not the merchant who sits down and waits for business to come to him who gets it—he's the one who gets left behind, while the fellow who puts forth a big effort goes sailing up the home stretch and passes under the rope with a long lead.

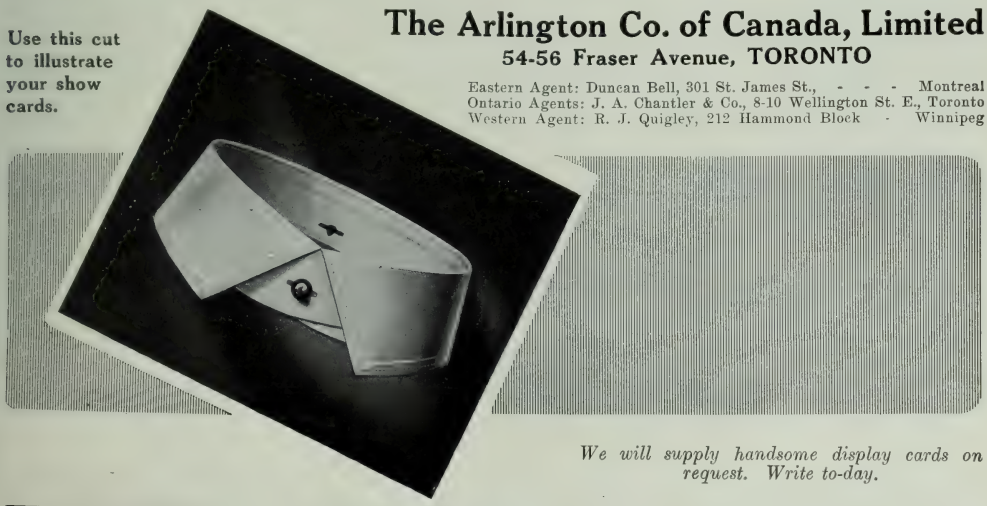
Try a "Stunt" now and then. Get something different into your advertising, into your displays, into your selling.

Here's the rainy day idea which you can work to great advantage and which will cost very little compared with the effect you will get.

First—get a plumber to make a temporary water connection with the window, either from the top, bottom or back, and regulate the flow of water so that a coarse spray falls, giving the effect of rain. This can be carried out as elaborately as desired and gives you a chance to use your artistic powers. A concealed or semi-concealed pan should be made and a waste pipe run through the floor to connect with a hose to the drain. The pan may be given the effect of ground by painting it grey and sprinkling with gravel or even covering it with thin sods, making sure of course that the waste water will get away by screening the exit opening.

Second—trim the window with rainy-day requisites—rain coats, umbrellas, rubbers, rain-proof hats, and right in the centre where the water is falling, place a stand with an **Arlington Waterproof Collar** and show an Arlington sign just above at the rear. The effect will be good and will attract attention. It will demonstrate the water-proof qualities of these famous collars—the collars that are made in a style and quality to suit every fancy and pocket book. How is your stock—sort up with and push Arlington Collars. **See the Challenge—the best of the six grades—price $2.00 dozen, all styles.**

Use this cut to illustrate your show cards.



The Arlington Co. of Canada, Limited

54-56 Fraser Avenue, TORONTO

Eastern Agent: Duncan Bell, 301 St. James St., - - - Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block - Winnipeg

We will supply handsome display cards on request. Write to-day.

Your goods are sold before you order

THAT'S THE

McA&R

CLOTHING WAY

Satisfactory to wearer

Satisfactory to retailer

UNDER existing conditions we believe we can be of real service to you in your clothing department.

Instead of tying your money up in unnecessary clothing stock, use the McA. & R. Special Order Dept. and give your patrons

SATISFACTORY CLOTHES

McA. & R. clothes have good style and fit, are thoroughly tailored and made of honest materials.

We supply you samples of cloths, style folio and measure chart. By the use of these you take no risk. Goods are sold before you order—you pay for just what you order—your customer gets a suit made specially for him. WE KNOW OF NO BETTER WAY FOR US TO GET TOGETHER THAN A TRIAL ORDER. SEND ONE TO-DAY.

We have made up, ready for shipment, a good assortment of suits and FALL OVERCOATS. A card will bring samples to you.

The McAlpine-Richardson Co., Limited

ADELAIDE and DUNCAN STREETS, TORONTO

Have You Seen the Imperial Combination Underwear?

MADE IN CANADA

We will be glad to have you inspect our new and improved combinations. They're every inch up to the Imperial standard for fit and quality, with additional comfort features which make for big and growing business.

Imperial all-wool Underwear comes in all weights of pure wool from light-weight merinos to heavy elastic ribbed, including Natural wool in all weights, Scotch wool and Scotch knit.

Imperial perfect-fit comfort combinations should be in your Fall and Winter stock.

Write for samples.

Kingston Hosiery Company

KINGSTON, ONTARIO

Fall Season 1915

Reppo Stripes

One of our New Ideas for Fall.

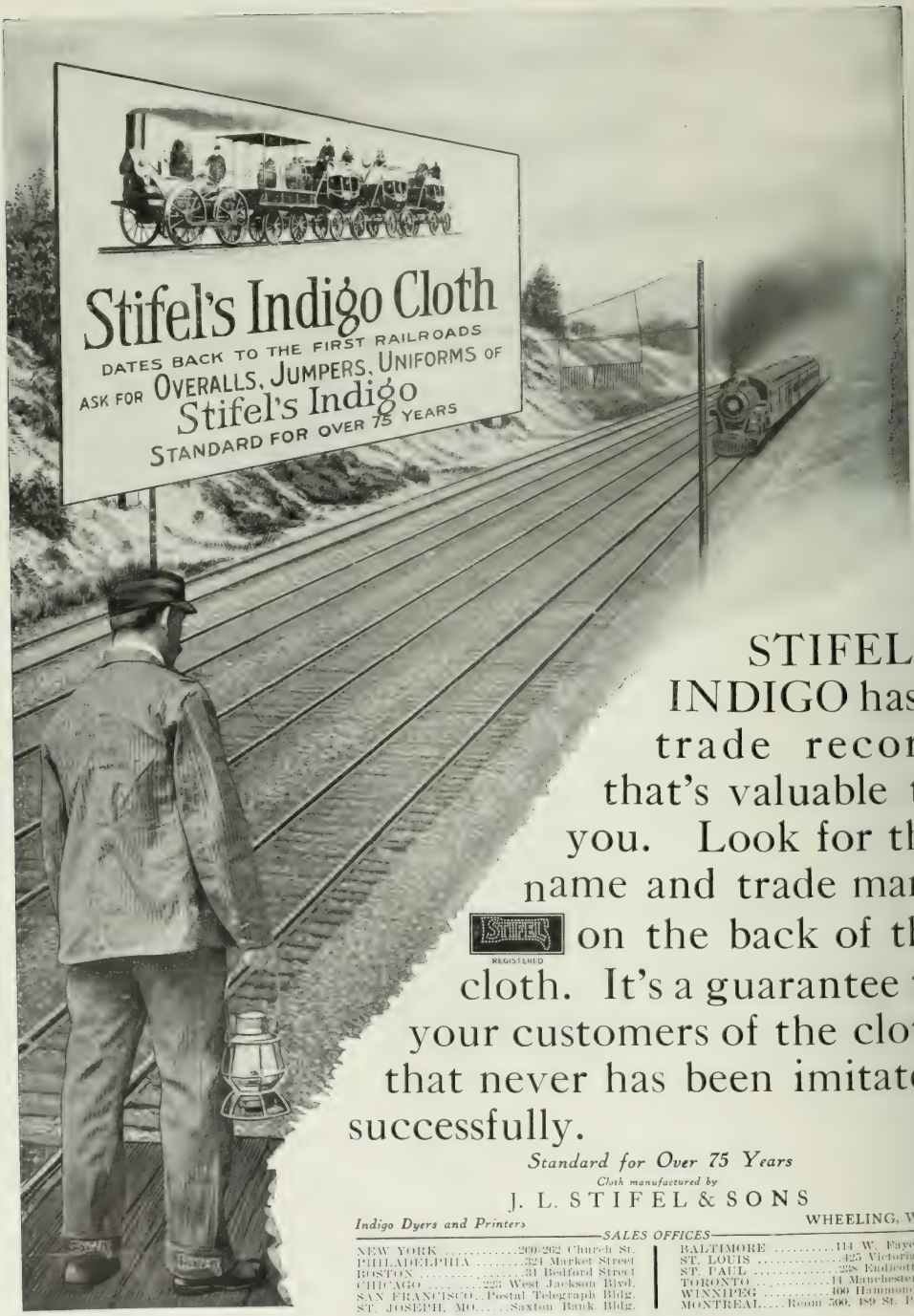
Very Smart and Attractive.

Made of Rich All-Silk Cloth and shown in Thirty-six different combinations.

Our Salesmen now on Road with complete range—larger and better than ever. Be sure you see our collections before placing your orders.

E. & S. CURRIE, LIMITED

Largest Makers of Men's Neckwear in Canada. TORONTO


Stifel's Indigo Cloth
DATES BACK TO THE FIRST RAILROADS
ASK FOR OVERALLS, JUMPERS, UNIFORMS OF
Stifel's Indigo
STANDARD FOR OVER 75 YEARS

STIFEL'S INDIGO has a trade record that's valuable to you. Look for the name and trade mark STIFEL'S REGISTERED on the back of the cloth. It's a guarantee to your customers of the cloth that never has been imitated successfully.

Standard for Over 75 Years

Cloth manufactured by

J. L. STIFEL & SONS

Indigo Dyers and Printers WHEELING, W. VA.

SALES OFFICES

NEW YORK ..... 260-262 Church St.	BALTIMORE ..... 114 W. Fayette St.
PHILADELPHIA ..... 324 Market Street	ST. LOUIS ..... 425 Victoria Bldg.
BOSTON ..... 31 Bedford Street	ST. PAUL ..... 228 Endicott Bldg.
CHICAGO ..... 225 West Jackson Blvd.	TORONTO ..... 14 Manchester Bldg.
SAN FRANCISCO.. Postal Telegraph Bldg.	WINNIPEG ..... 400 Hammond Bldg.
ST. JOSEPH, MO..... Saxton Bank Bldg.	MONTREAL.... Room 500, 489 St. Paul St.

We are the Originators of the

Boys' Patricia Uniforms

It has been the Biggest Selling Line
in the history of the Clothing Business

We Stock

Boys' Cavalry and Infantry Suits
in Wool and Duck

Ask for 1 Sample Dozen

Also Men's Palm Beach Suits

Helleur, Gariepy & Broderick
LIMITED
16 Craig West Montreal, Canada

WATCH FOR OUR NEXT ISSUE

Special Fall Merchandising Number

The finest and most useful issue of any Men's Wear paper ever published in Canada. Published August 21st. Advertising forms close August 14th.

This Store Equipped with Taylor-made Rack System

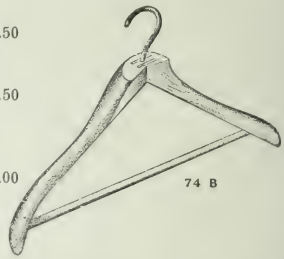
33 I.B.

No. 33 I.B.—Combination Suit Hanger, per 100 - - - - - $7.50

No. 33 B.—Boys', 15 inches wide, per 100 - - - - - - - - 7.50

No. 74 B.—Combination Suit Hanger, with inserted Trouser Bar, per 100 - - - - - 15.00

A Perfect Hanger.



74 B

Made of Polished Steel Tubing

No paint, no rust, no tools or trouble to set up. Shipped crated, K.D. Ball Socket Rollers.

Six feet long, six-post $10.50
Eight feet long, six-post - - - - - - 11.50
Ten feet long, six-post 12.50

Made of Oxidized Steel Tubing

Six feet long, six-post $13.00
Eight feet long, six-post - - - - - - 14.00
Ten feet long, six-post 15.00

Suit racks, 5 feet high, 26 inches wide. Overcoat and Ladies' Garments 6 feet high.

Our complete Catalog No. 84, giving splendid ideas for the window man, free for the asking. Mail Orders filled promptly. Send us your order to-day

The Taylor Manufacturing Co., 82 Queen Street North HAMILTON, ONT.

With new Overseas Regiments being formed and khaki uniforms being served out to Militia Regiments, there is a lot of business in the Officers' Outfitting line.

Are You Getting Your Share of It?

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strengthens each other and enables us to give you prompt delivery.

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Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

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Over 1,000 patterns of fancy silks available in this shape for your selection.

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PATTERNS CONFINED TO ONE STORE IN A TOWN

Standard Neckwear Company

BOSTON, MASS.

MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 5 TORONTO, AUGUST, 1915 No. 7

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President.* H. T. HUNTER, *General Manager.*

T. B. COSTAIN, *Managing Editor.*

Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

PUBLISHERS OF

MEN'S WEAR REVIEW

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Our complete Fall range is now ready, containing novelties in stripes and bold detached figures, also neat close stripes, black and white, and two-color treatment.

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A. T. Reid Company, Limited

MAKERS OF NECKWEAR OF THE BETTER SORT

Factory: TORONTO, CANADA

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL V. TORONTO, AUGUST, 1915 NO. 7

THIS IS AN ADVANCE FALL NUMBER

IN this issue of Men's Wear Review we present to the men's wear men of Canada full authentic notes on styles in men's furnishings for the Fall of 1915. Just as previous numbers have had their mission in defining and announcing styles for Spring and Summer so this fifth of the new series of Canada's prime guide to the men's wear trade will point the trend of fashion for Fall.

You notice we say it will point the trend. This is not the Fall number. It is the Advance Fall Number and as such will herald the next issue. This is a forerunner of the Fall Number itself.

Nevertheless this number is important inasmuch as for those who wish to be guided in what to buy of certain lines, they may find it all set out herein.

This is particularly true of neckwear. For the first time, the men's wear trade of Canada has information, *full*, authoritative and authentic, of styles in Fall neckwear, and has this information before July is out. Our views, given you in the neckwear department, are corroborated by the manufacturers themselves, no fewer than eight of them showing you their samples. This is *Service* —and we spell it with a capital S. and italicise it at that. It is not for nothing that the slogan of Men's Wear Review is

"WE SET THE PACE."

All the style departments in this issue contain valuable information. Men's Wear Review, from end to end of its style section, aims to show, by printed word and illustration alike, what will be worn this Fall. Note that this is not what the wealthy man alone will wear. It is descriptive and illustrative of the habiliments of the average man. That is the client you are catering to. The universality of our appeal is therefore proven.

The same thing applies to our articles on window trims, store systems and the like. They take in everything. New York's methods are over-page from those of a small town in Canada. Our view is that both are equally important to our readers and therefore we present both to their notice.

This issue is even more full than usual of good pictures. We believe—like Chesterton—in pictures. They emphasize the written word and they very often help to make clear what the written word but inadequately describes. You have, in this number, pictures of stores and happenings and people in three countries, Canada, England and the United States.

All of which goes to show that this periodical is double-barrelled; it has the elegance and careful finish of the magazine, and the up-to-dateness and news-value of the newspaper.

Nor is it a trade paper which is dry-as-dust. A prominent retailer in Ontario told us recently that he took Men's Wear Review home with him over the week-end and that "the rest of them" at home found lots to interest, instruct and amuse, between the covers. We believe that a trade paper should fulfil that triplicate duty. And we believe that this trade paper does.

We should like to point out in this number the article which deals with a store in Toronto, the proprietor of which has a system which enables him to know just where he is with regard to his stock. The Review, as it goes up and down the country, continually meets with retailers whose difficulties emanate from the lack of an effective system of keeping stock. Read the article which tells how one man safe-guards himself.

The London and New York letters this month, as in those which have gone before, deal at length and in an interesting way with style topics in the two greatest cities of the world. What we have to say in a previous paragraph about our publication being bright and entertaining applies especially to this correspondence, where information about men and matters of moment is interspersed right along.

You will see too, in this issue, an editorial which talks of "A Year Ago and Now." Men's Wear Review believes in OPTIMISM. (Spell it in caps, please, Mr. Printer.) It does not urge the optimist's viewpoint when there is no justification therefor, any more than it deprecates the pessimist if his "blueness" is based on realities. But when there is, as there is now, abundant cause for a cheerful optimism, let us think it, talk it, live it! We can certainly say, with regard to business at present, that "It wud ha' be'n wor"—which, being interpreted—means "It might have been worse." Optimism grows by what it feeds on: so does success. For that trade is as good as it is —compared to how bad it has been and might be—let us be thankful, and using all the initiative, hard work and good feeling that we have, let us buckle to, and make attainable and concrete the highest point to which our optimism soars.

And now, having told you a little about what you will find in this issue, we leave it to you to guide it. And, by the way, we should be glad to hear what you think of the paper. It is good sometimes to see ourselves "as others see us."

Illustration No. 1.—A well-planned sale trim of shirts which has a special appeal. Shown by Browning, King and Company, New York.

SPECIAL EMPHASIS ON THE WINDOW

The Efficacy of the Special Sale Display—Overcrowding Particularly to be Deprecated —"Keep the Candle of Refinement Burning."

Special Correspondence of The Review.

Office of Men's Wear Review,
115 Broadway, New York.

SPECIAL sale displays claim the attention during August more than at any other period of the entire year. Not only it is necessary to clear shelves of unmoved goods and broken lines, but it is also essential to create a desire to buy when practically everybody has made the necessary purchases earlier in the season. Ultra exclusive shops are perhaps an exception to the general rule. The mission of their windows is different from the popular trim. The selection of an article is rarely made from the exclusive display, which is primarily intended to establish in the mind of the passer-by the character of the shop, while quite opposite is the case with the concern catering to the masses.

The trouble with the average sale trim is that it is crowded and slighted in pose. If a shop expects to convince its regular customers or the general public with the truth, that the reductions are legitimate, it must carefully avoid the depreciative tendency of overcrowding the space in an effort to show greater variety. A garment fallen from its former rank of distinctiveness to a slovenly pose is a long way from making a favorable impression and convincing the observer of its actual worth. The better class shops no longer drag half their goods into the window in a rush to impress the public with an annual slaughter in merchandise, which procedure makes it even more difficult to make a sale at a marked concession than at the former price.

The Well-planned Trim.

The first illustration here brought to your attention suggests the well-planned sale trim which makes its special appeal without the slightest detraction from the shop's esteemed prestige. This trim is from the Browning, King & Company shop, New York, and merits the close study of the aspiring trimmer.

Instead of jamming the window full of shirts the artist has cleverly grouped the garments in an attractive and striking manner. Three form units stand out prominently as the character exponents, while the various piles of neatly arranged garments are suggestive of clearance

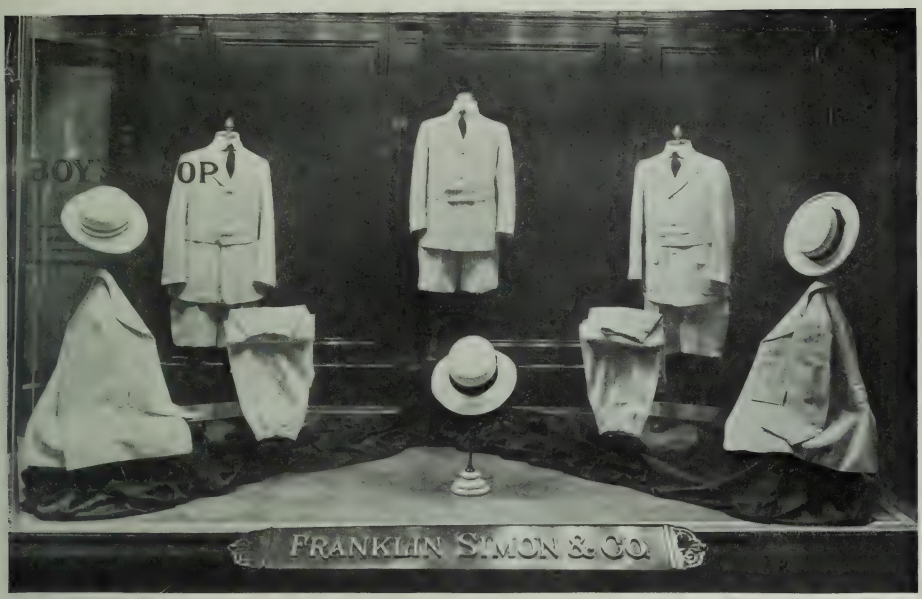


Illustration No. 2—Effective Display of Boys' Clothes from Franklin, Simon and Company, New York.

sale offerings and at the same time impart a certain note of refinement that adds materially to the value of the merchandise.

Different qualities of shirts are shown, each marked with a plainly printed price card. In every instance a variety of patterns and color schemes is noticed which is particularly advisable in a sale trim where price and quality are the chief factors of importance. The large window card seen in the centre of the foreground, showing a scale of the concessions in price, is undoubtedly one of the best means of gaining interest without cheapening the character of the goods by large signs attending each unit. Plush is used for the foundation and in practically every way the same "air" of smartness is evidenced in the style of presentation of these reduced garments as in the display of merchandise at regular prices. In scrutinizing this trim one's confidence in the reliability of the goods does not waver, as is the case where refinement in pose has evidently been thrown to the winds and nothing remains but the ruins of a depleted stock.

Catering to High-class Trade.

During August, when it is too early for Autumn displays and the eleventh hour of the Summer season is at hand, exhibits are apt to be somewhat anomalous, but there are numerous items of merchandise that are particularly fitting for a typical high-class trim.

In an effort to dispose of every left-over, do not overlook the fact that there are still many to leave town for some Summer retreat and that there are always many visitors who, on their pleasure-bound way, are to be catered to also. In fact, many of the leading business men wait until some of their subordinates return before they leave to take their rest cure, and it is safe to assume that they will not purchase their necessary outing accessories in shops that crowd their windows with a superannuated mass of merchandise. To take advantage of this trade it is essential that some prominent space be allotted to refine the showings, although final sale goods must be featured.

Boys' Summer suits and hats are admirably displayed in the next trim here pictured. This window is from the clothing department of Franklin Simon & Company, Fifth Avenue, New York, and it offers a unique suggestion in posing these garments to their very best advantage.

Boys' Norfolk flannel suits and Panama hats are arranged in a grouping which is a model for simplicity and refinement in pose. The pleasing effect of white goods depends largely upon the proper background to give it contrast, the proper spacing to avoid conflict, and the proper adjustment of every detail. Although merchandise of any kind should be posed with utmost painstaking, the absence of color in white garments emphasizes the slightest defect or carelessness in adjustment.

A Symmetrical Design.

As here seen, a symmetrical design is carried out, but instead of the usual straight lines from one end of the window to the other, a V is formed with dark green plush for the foundation. To some, this foundation may doubtless seem a trivial matter, but by careful observation one will discover that it is these evidently minor variances that differentiate between the ordinary and the uncommon trim. Double up the number of units here shown within the same area and you will instantly lose all characteristics of distinctiveness. The aesthetic qualities, as well as the opportuneness of the garments, have been carefully weighed and the result is a trim that cannot fail to appeal to the most captious as well as the casual observer.

Whether a sale trim or not, keep the candle of refinement burning bright at this dull season.

Unit Trim of Underwear and Hose

This is a trim specially designed for Men's Wear Review by C. W. Balmer. It is displaying underwear and hose. These are two summery lines which are usually regarded as difficult to display. Certainly they usually don't make as attractive trims as shirts or ties; suits, collars, and the like. This, however, is the exception which proves the rule. This display is chic, *and compelling a second glance.*

It will be observed that it is not symmetrical. The two sides don't balance —exactly. There is, however, a negligee impression given by the near-symmetrical arrangement which is better than mere conventionality.

It will be noticed that the hose are cleverly interspersed with the underwear. The back is a plentiful array of dark velvet tastefully draped so as to leave two pillars—not actual—but in effect—and a mass of drapery at the bottom. It will be noticed that only such underwear as is free and soft-looking is used. It isn't hard, bunched-up and angular.

Hose are used to form the startling black and white contrast. Two pairs were enough and they achieved the purpose of setting off the underwear.

A cane and a card are little details which mean much to the "finish" of the thing. Note the suspenders in the forefront of the picture.

Filling a Window Without Crowding It

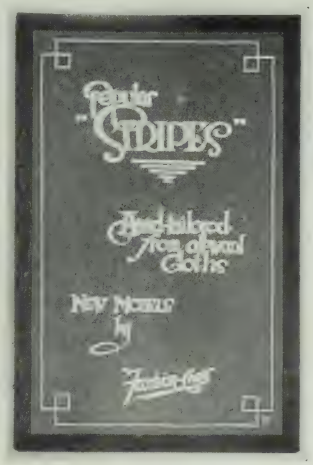
Here is a window dressed for the Fashion Craft Store, on King street, in Hamilton, which, while filling a window, nevertheless, does not crowd it. Every suit, hat, shirt, and tie, told. Below we reproduce two of the cards used.

EFFECTIVE USE OF ATTRACTIVE SHOW CARDS

Dressing a Window is Not All—Emphasis Furnished by Novel Cards—A Full Window Which is Nevertheless Not Overcrowded—Importance of the "One-Line" Idea.

"ONE PARTICULAR LINE."

Mr. Edwin E. Bell, whose window-trimming and card-writing alike we reproduce on this page, makes the following comment as to his ideas on the subject of making a window attractive. He says, in part, "I have found the featuring of particular lines such as 'stripes,' 'checks,' 'greys,' 'blue serges' and so on, to bring much better results than the usual mixed display generally shown in the trade. An attractive show card also plays an important part in claiming the first attention of the passer-by and then directing his notice to the goods shown in these special displays."



A Hat Window: Smart and Effective

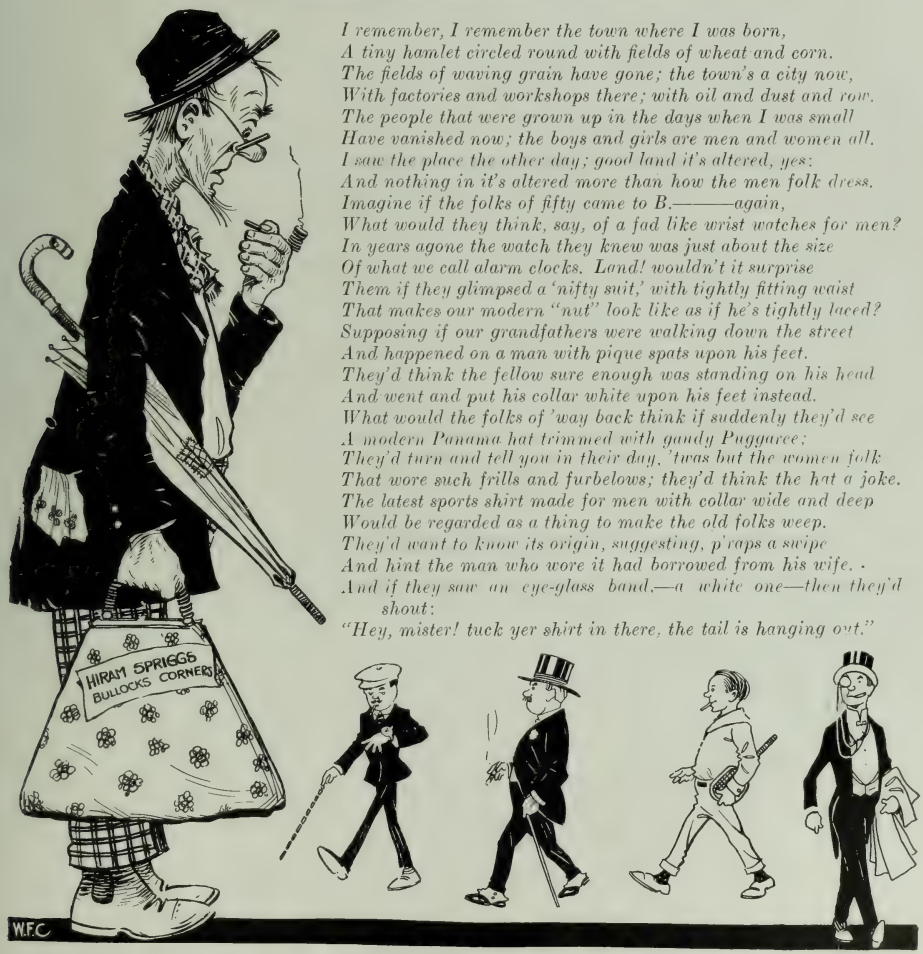
G. B. RYAN AND COMPANY, GUELPH, PUT IN A CATCH-THE-EYE WINDOW.

We have seen several straw hat windows this year, but for general effectiveness this is hard to beat. To begin with, the window was well-dressed. It was rather striking and original and attracted more than the usual attention. The face of the clock as made from beaver board, the clock dial being painted on, around the edge straw hats were fastened. The works of an eight-day clock were affixed at the back. The two large hands being made from cardboard. The clock was then wound up and set at the time of day, and it ran smoothly and kept good time for all the time the display was in. Straw hats were displayed around the clock, each having a price ticket on. The display attracted a great deal of attention, and many were surprised that the clock was "real," as many exclamations such as the following were heard: "Why it's moving," "Gee the clock is going, why you can see the big hand moving." Others pulled out their watches and compared the time: "Right on the dot. Say isn't that great."

Fifty Years Ago.

BY E. A. HUGHES

With apologies to the late lamented Thomas Hood.



I remember, I remember the town where I was born,
A tiny hamlet circled round with fields of wheat and corn.
The fields of waving grain have gone; the town's a city now,
With factories and workshops there; with oil and dust and row.
The people that were grown up in the days when I was small
Have vanished now; the boys and girls are men and women all.
I saw the place the other day; good land it's altered, yes:
And nothing in it's altered more than how the men folk dress.
Imagine if the folks of fifty came to B.———again,
What would they think, say, of a fad like wrist watches for men?
In years agone the watch they knew was just about the size
Of what we call alarm clocks. Land! wouldn't it surprise
Them if they glimpsed a 'nifty suit,' with tightly fitting waist
That makes our modern "nut" look like as if he's tightly laced?
Supposing if our grandfathers were walking down the street
And happened on a man with pique spats upon his feet.
They'd think the fellow sure enough was standing on his head
And went and put his collar white upon his feet instead.
What would the folks of 'way back think if suddenly they'd see
A modern Panama hat trimmed with gaudy Puggaree;
They'd turn and tell you in their day, 'twas but the women folk
That wore such frills and furbelows; they'd think the hat a joke.
The latest sports shirt made for men with collar wide and deep
Would be regarded as a thing to make the old folks weep.
They'd want to know its origin, suggesting, p'raps a swipe
And hint the man who wore it had borrowed from his wife.
And if they saw an eye-glass band,—a white one—then they'd shout:
"Hey, mister! tuck yer shirt in there, the tail is hanging out."

COMING

Combination sack coat and Norfolk, with half belt.

Wool mixtures in 2-piece suits much in evidence.

Pleated bosoms will be prominent in Fall shirts.

Black or Oxford grey jackets together with checked-pattern trousers.

Shepherds checks for sporting events.

New, longpointed collar for Autumn wear.

The coat cut swimming suit.

Twill and fancy cloth, in black or blue, for evening wear.

The sash of subdued color is still a strong accompaniment to the restless Tuxedoed man.

Bow ties still highly favored for negligee.

Polka dots still all the rage.

Elaborate figures and flower effects in neckwear.

THE VERY LATEST SWIMMING NEW YORK IS CUT

The Bather No Longer Wriggles Like an Eel—Silk Shirts —Bright Ones Alone Have Sold—Semi-Stiff Shirt Will Dot—Quiet Neckwear for Fall

115 Broadway, New York Office, Men's Wear Review.

FROM a casual glance throughout shopdom at this particular season, when all is topsy-turvy in the impetuous effort to dispose of all stock possible before the advent of Autumn productions, one would get but a vague idea of what is in store for the future, or, in fact, what is the present accepted good style.

But through the haze and maze of sale merchandise it is possible, however, to discern the lines that are holding their own and those which are being sacrificed at all hazards. Thus it is not difficult to judge the prevailing styles as decreed by the general public; and it is the say-so of the public after all that determines the drift and shift of fashion.

Every season an influx of novelties appears of which but few actually become styles; some are only window attractions while others get no further than the popular trade. These innovations usually consist of the smaller items which do not represent the important factors of smart dress. I will therefore refer chiefly to things shown only in the best shops.

SILK SHIRTS ON SALE COUNTERS.

As was the condition last month silk shirts are piled sky-high on every sale counter, and a peculiar thing is that nothing but white grounds and subdued patterns are in evidence. This simply goes to show that the bright colors met with public favor while the less conspicuous designs have suffered the ill-fate of disapproval. Of course, the expensive price of silk and the weak pulse of business in general have something to do with the extraordinary sales now on. Practically the same thing regarding tinted grounds and tasteful, snappy colors applies to all kinds of shirts, such as madras, jacquard weaves, taffeta flannel and mercerized materials.

Although these conditions may guide one in sizing up the taste of the average man it is to the smart custom makers that we look for the advanced styles in shirts. It is evident that they are putting all their force behind the semi-starched bosom and the stiff or semi-starched cuff for Fall wear. Pleated bosoms are to be prominent in the new models. The supposed revival of the stiff bosom for day wear is not in sight. A continuance of bright colors is forecast. Green, tan, blue and helio tinted grounds are sponsored and where white is the foundation both stripes and detached figures in rich Autumn colors will be seen. Perpendicular stripes are to continue their rule, and striking black stripes on either white or tinted grounds are to be popular. Colored linens, embroidered figured patterns, jacquard effects on madras and on silk-and-cotton goods are inklings of the new Fall materials. There seems to be a lack of orange and pink in the new shirtings. Orange has been done to death and pink—well it never was a man's color.

In collars the new thin flexible starched kind are arresting the progress of the soft variety. These collars are made two-ply throughout and from crucial tests have proven their stability equal to that of the four-ply. They stand up so well that one cannot tell by their appearance that they have no interlining. Although stiff in effect they yield readily to the movements of the neck without breaking down. They are a

SUIT SHOWN IN LITTLE OLD LIKE A COAT

Piled Sky-High on Sale Counters—Clearance of Pale Colorings be the Leader for Fall—Remarkable Run of Polka —A New Coat for Day-Wear.

pleasing compromise between the formal stiff and the informal soft collar. For early Autumn there comes a new long pointed collar. It is made light, thin, full-laundered and is designed to meet the demand for a comfortable collar to be worn in town as well as in the country. It is a decided improvement over the former stiff or soft styles with elongated points.

REMARKABLE RUN OF POLKA DOT.

It may be of interest to note the remarkable run that the polka dot neckwear is having. The momentum already gained will doubtless carry the vogue well into the Fall season. Bow ties are still much favored for negligee. Well informed persons admit that the ruling tendencies for Autumn in cravatting silks are elaborate figures, as against stripes, and that the medium large shapes will take the place of the excessively full effects, which were bunglesome to knot.

Brocaded conventionalized flower patterns representing orchids and single-petaled blossoms and splash treatments are prominent. These effects are possible of innumerable rich colorings without a hint of vulgar taste.

Apropos of the seasonable togs the very latest swimming suit, not included in the Clearance Sales, is coat cut. This ingenious extension of the coat effect shirt has a promising future ahead. We no longer will have to wriggle into and out of our swimming shirt, eel fashion.

COMBINATION SACK AND NORFOLK.

The very latest offering in day clothes is a combination sack coat and Norfolk. It is made with three or two buttoned opening, a soft-roll medium wide collar and a half belt at the waistline. It is cut loose-fitting other than the gathering at the waistline in the back where the belt forms a pleated effect from the shoulders down.

Black or Oxford grey jackets together with checked-pattern trousers in either bold or invisible shepherds' checks are popular right now for sporting events. This combination looks exceedingly smart on youngish men. Older men seem to prefer the tropical creations.

Regardless of the vogue for tropical garments wool mixtures in two-piece suits are much in evidence. In fact we see more men wearing two-piece suits in fancy greys and dark effects than ever before.

Striking reductions are offered right now on all suits including overplaids, Glen Urquhart plaids, checked cassimere and tartan plaids. Prices on suits of pongee silk and Palm Beach cloth are cut almost in half.

The ultra smart evening coat for Summer wear is remarkably trim in effect and weight has been greatly reduced by elimination of all eliminatable lining. Twill and fancy cloth, in both black and bluish black are now sponsored by the very best shops. Discarding the waistcoat for dancing has increased the popularity of wearing a silk sash with tuxedo dress. These sashes come in a variety of subdued colors but black Surah silk is most countenanced.

GOING

Pongee silk and Palm Beach cloth are waning now.

Stripes have been done to death in neckwear.

Pale and quiet colors in shirtings driven to the sale-counter.

Supposed revival for stiff-bosomed shirt not in sight.

Orange and pink overdone in Summer shirts.

Soft variety of collars giving way to the new 2-ply.

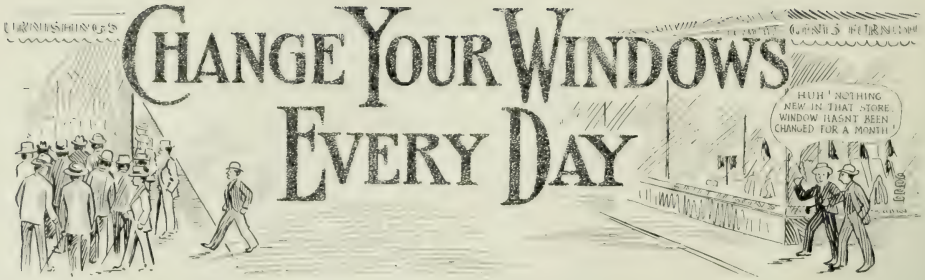
Excessively full-shaped ties are going: they were hard to tie.

Vest for evening wear is too hot these days.

Freakish straws have been turned out quickly.

Cross-bar stripe not in favor in neckwear.

Brown and white combinations in shoes are over-blown.



Special to Men's Wear Review, by Harry Thompson, Whitby.

I DON'T think that you can harp upon a right string too much. From time immemorial writers in men's wear papers have been emphasizing the importance of the attractive window and while it is an old theme I may be able to throw some fresh light on it by citing the way I have worked in its usefulness in my case.

I believe that variety, besides being the spice of life, is the spice of the windows. I think that the windows should be changed as often as you possibly can; and the oftener the better. In my own case I re-dress my window every day. I like to feature one day after another as much of the new stuff that I get into my store as possible and I know that the best way to feature that is by putting it in the window and dressing it attractively. Possibly my own situation in Whitby is rather peculiar, in view of the fact that Whitby is so near to Toronto, and that for a long time men who have wanted nice and natty and good class furnishings and suits have gone to Toronto to get them. I started in a few months ago and I determined to see whether it was not possible to get the men's wear trade in my own town coming to me, Harry Thompson of Whitby, rather than going up to Toronto. After three or four months of the game I feel convinced that it is possible and this opinion is based on concrete results.

Index of the Store.

The window is the index of the store. If you want to find something in a book and that book has got very many things in it the natural way to do is to look in the index. Just in the same way if a man wants to know if I carry such and such a line of shirts, if he doesn't want to go into my store to find out, the next best thing he can do is to watch my windows and see if he can determine it that way. As I have only an average size window I cannot possibly crowd all the good things that I have in my store in that window at once. The only way therefore is to dress it six times a week.

I have got results from this method. For instance I carry working men's shirts, overalls, etc. This sort of thing is very hard to make into a decent window trim and harder still to sell in a town that doesn't know that you carry it. I have had to make it known to Whitby that I carry working men's shirts. I dressed my window as attractively as I could; I didn't overload it with stuff but leaving lots of space, I made up as attractive designs as I possibly could with working men's clothes. That trim was in for two days. There is a factory not very far from where my store is and the men coming out of that factory on their way home at night nearly all do the same thing—they stop and look in my window. The result was that next day and two or three days after that I got a number of orders for working men's shirts. It was two weeks after that that some woman came in the store and told me she had seen a working man's shirt in the window about two weeks before that she liked; had I any left? Yes, I had and I sold her them right away.

Power of Example.

The same thing happened in the case of some suits I was carrying. This town didn't know what sort of things Harry Thompson was selling; he had only just started in. Who was going to be the first to buy? All the men hung around and said to each other, "Well we'll let So-and-So go and get a suit from Thompson before we go in ourselves, then if it is all right we will buy one ourselves." Well it so happened that about forty Dagos drifted into this town in connection with some railroad work. These fellows used to come into the store and look around at things and talk about things and make expressive gesticulations but they wouldn't buy. However, I let them go on; one day one of them came in and ordered a suit. I made it up for him—an $18 one—he went out as proud as Punch. All his friends looked at the suit and thought how nice it was and with three or four days I had got over three-quarters of that bunch of Dagos buying suits from my store, which ranged from $18 to $30. It was simply the result of attractive display of those suits in my window. At first, I wonderd a little whether it would prejudice the trade at all to have all these chaps wearing them but it didn't. Within the next two or three weeks I had half the well-dressed young men in this town coming in to order suits from me and I am still getting their custom, getting it more abundantly, and getting it—as I think—to keep it permanently.

It doesn't seem to me that changing one's window every day is at all going to the other extreme of things. Lots of men don't change it often enough and I would rather change it too often than have a window which is always the same. I am a firm believer in the appeal to Eye-gate. What strikes a man's eye is half way there to a man's pocket.

I have had too many talks with men's wear friends of mine at different times not to know that whereas if you have variety in your window you can get a crowd, if you have the same old window day after day, you get no-one to look at it. It is just the difference between standing still and going ahead; between vegetating and progressing!

We all judge things from our own point of view and I know the view I would take myself if I passed a men's wear man who, day after day, had the same old windows in his store. And I expect to be judged the way I would judge.

So I say, "Change your window every day."
Then'll you'll get the business.
And you'll deserve it!

Ninety-Eight Bat-wings Used

As a business-getting window this one of Harry Way's, in Hamilton, is a top-notcher. Underneath you can read how he did it.

No fewer than ninety-eight batwings are used in this window to display the stock which Harry Way has got inside. If the window be the index to the store, then Harry Way has got his index down to a fine point.

In a letter to The Review, he says: "Ninety-eight batwings are used to make this trim, and it has proved a winner, both in sales and comment. Through this trim we have sold more batwings in two days than we would ordinarily have sold in two months' selling. We are doing an exceptionally nice business in all lines of neckwear, but this is the first time we have featured batwings to any extent."

This window may be taken as a good style indication, too. Anybody who can get the results which this store got from such a window has demonstrated, without doubt, that the batwing is a popular line this Summer.

Notice the use of the showcards. They set off the window, and arranged as they are, there are none too many of them. Good cards are a real help to a good window.

It was a useful policy to "finish" this window by setting the top out with four-in-hands, particularly of stripes. They emphasize, rather than detract from the bats below.

Trim by Fred C. Petrie.

WHAT THEY ARE WEARING IN LONDON

By MACLEAN, LONDON

I AM going to devote this letter to some discription of the garb of our various men of affairs because as your newspaper will tell you the Cabinet has been changed here and once more there are coming into Public Life figures who for some time have been out—enjoying themselves in fishing or writing disquisitions on philosophy, or attired in a serviceable and comfortable tweed, tramping over the hills in search of a golf ball.

The other day in Mayfair I happened to come across Mr. James Lowther. Mr. Lowther had on his usual grey hat with a black band. This is an agreeable variation from the silk hat beloved of the politician, and so far as I know is peculiar to the Speakers. Mr. Lowther has now been Mr. Speaker for 10 years. I remember very well the scene in the House on June 8th, 1905, when Mr. Lowther with all the pomp and circumstance that attaches to all Parliamentary happenings over here, was elected to the presiding chair. Full many a time the genial speaker has jumped in where politicians fear to tread and has saved the situation, avoided a squabble or poured oil upon the troubled waters. When I saw Mr. Lowther the other day he was wearing a very attractive double breasted grey frock coat; the lapels were very wide and suited his well formed figure very well indeed. He must be getting on in years now but he still looks straight and still bears a remarkable resemblance—with his hat on—to the late King Edward.

Mr. Chaplin's Frock.

Mention of this double breasted frock coat reminds me that practically all of our public men wear this form of coat. Mr. Balfour, Mr. McKenna, Mr. Walter Long and most of the other Ministers—even our once sartorially indifferent friend Mr. Winston Churchill—wear this double breasted frock. The one exception that I remember is Henry Chaplin. I saw Mr. Chaplin the other day in the House of Commons. He is the leader of the unofficial Opposition in the House just at the present. Mr. Chaplin is probably just about the only representative left of the old type of Tory. He still retains much of his country-squire character and when I saw him in the House he was wearing a coat, which like the man himself, seems to belong to other days. It was a single breasted frock coat. The lapels were very small, and cut very high and Mr. Chaplin looked,—with his immense weight—as if he is locked into this coat as a man might be locked into a straight waistcoat. Time was when Mr. Chaplin used to affect an eye-glass. I miss this now. I don't know whether he has discarded it but I did not see it hanging down his portly form as he lay back in his seat with his hat at a rakish angle on his head in the Commons the other day.

Bonar Law has now passed to the other side of the House and sits near his one-time enemies. It is rather curious to see Mr. Law hob-nobbing with Lloyd-George and Sir John Simon and McKenna, but war's alarms are responsible for strange happenings. Mr. Law comes from your Country—I believe he was born in Nova Scotia—and is about the most miserable looking man, from point of expression, in the House. He looks as if he never smiled. He had on a cutaway black cheviot morning coat which was braided, and which had a well-rounded skirt.

The Narrow Vest.

You will remember that in my last letter from London I was discussing the new waistcoat, and I was saying that for the Autumn and Winter this would be long and narrow rather than wide. What I had to say applies very much to the waistcoat which Mr. Law was wearing. This was cut very deep and very narrow and had a lapel. Mr. Law's collar was of the poke variety and he wore a black four-in-hand. Sir John Simon, who has just become Home Secretary, was dressed very much after the same fashion.

Strange enough surely to see our old friend Austen Chamberlain on the ministerial bench. To those of us who remember his distinguished father, universally known as 'Joe' it brings back reminiscences of days now gone. Austen looks the image of his father as usual; he is wearing the same orchid and glares or laughs at the House out of the same eye-glass. Austen Chamberlain or his father, either without the eyeglass or without the orchid would

not be a Chamberlain. He was in the House too the other day and was as usual very well dressed. I notice by the by that his trousers were a very light grey and they had a crease in them which rivalled that of Sir George Alexander, whose claim to posterity depends upon the crease in his trousers.

Green For Overcoats.

As I told you in my last letter there is a dearth of new style features in regard to the Englishman's clothes for Autumn and Winter. The fact of the matter is that there are now many of our tailors at the front, and so far as the actors and fashion experts are concerned—the young men who set our fashions—they are at the front almost in a body. So that there is really very little new in the way of styles to talk about. I saw overcoatings the other day for Autumn wear and I am told by my tailor, a West End man, that the velvet collar will be very fashionable here this Autumn. I am not sure about this by any means, because, although you appear to have had it over in Canada and America for two or three years we don't take very kindly to it in this country for anything excepting the formal black of dark grey overcoat. I understand however, that there is a movement to have a very wide velvet collar upon tweed ulsters and raglan coats for the Autumn. A coat that attracted me very much was a heavy green mixture in frieze. It had a very full skirt with a belt which hung loosely at the back. This belt was fastened on either side of the coat instead of being grouped and fastened together by two buttons in the middle of the back. So far as the color note for overcoats is concerned this Autumn, I am told that dark green will have the preference but dark grey in all sorts of mixtures will have a fairly good popularity.

Sir F. E. Smith and Sir Edward Carson.

Dearth of Panama.

It has been frightfully hot over here and such men as are still left in London, nearly all of them of middle age or over, are wearing straws and Panamas. The Panama hat is not very much worn in this country by the average man; the boater is the fashionable hat for Summer wear here, but it seems to me that there are more Panama hats being shown this year than last year and that they are a shilling or two cheaper. The Panama hat is beyond the ordinary man in price for a hat which can only be worn a couple of months in the year. It is true we have as long a Summer or longer than you have but we have about fifteen times as much rain, and this isn't particularly good that I know of for Panama hats.

I looked in the other day at the inquiry into the Lusitania crime, and saw Sir Frederick E. Smith and Sir Edward Carson. I am sending you herewith a photograph of them on their way to the court-room. Sir Frederick Smith—it is frightfully hard to call him by his title when we have always known him as "F.E."—was dressed very much as usual, he still sticks to the turn-down, four-fold collar, for even formal wear. He is seen wearing it in this picture. I never saw "F.E." in a poke or a wing collar yet. He doesn't like them and he doesn't wear them. His morning suit was very smartly cut away and was of dark grey cheviot. It was minus the braid.

Fewer Well Dressed Men.

His confrere, the new Attorney-General, Sir Edward Carson, was attired much as he always is. His is rather an ugly figure for wearing clothes and he is not a man that "pays for dressing," as the saying goes. He had the regulation morning suit and black silk hat. By the by, did I mention just now that "F.E.'s" hat was grey, with a black band, a very broad black band? Sir Edward Carson has said some pretty strong things at this Lusitania inquiry and we feel over here, as doubtless you do in Canada, that they were not unjustified. A great many notables were in the court-room and I was struck by the singular lack of smartness of the men that were there. Usually an occasion of that sort would bring out a number of exceptionally well-dressed men who are in the public eye. Most of these, however, are at the front, so far as the younger generation goes, and the men who were present in the court-room were middle-aged personalities whose dress seemed to me to be strikingly average and lacking in smartness.

The New River "Nut".

I was down the river the other day at Hampton Court and had an opportunity of remarking the difference between this year and previous seasons so far as sport goes. What struck me, looking as I was, for fashion notes for Men's Wear Review, was the entire lack of young men in flannels. Here and there I came across one, but he was more or less hiding from the public eye. The fact of the matter is that the "River Nut," the super-perfect youth with all his appurtenances, his immaculately dressed hair, his lounging form, his well manicured hands and his very smartest and most brilliant of ties, is no more. Here and there, as I say I came across him, but he didn't want to go out into mid-stream at all. He preferred to hide away.

This year there is a new fashion in river clothing and it is khaki, I noticed boat after boat going up and down the stream with a soldier, many of them officers and some of them privates back from the front; these were all wounded heroes; various arms, or eyes or heads were bandaged and patched and generally at the other end of the boat the lady in the case was doing the rowing or the punting. This time last year our men folk would not have dared to have let the women do the work in the boat. It is all different now, however. A boat passed me in which a man was laid stretched out with his arm in a sling. I heard him ask to be allowed to do some rowing, but the girl at the other end of the boat smilingly told him that he was to keep quiet and rest.

Maclean
London

NEW VARIATION ON AN OLD THEME

Hamilton Store Adds the Bicycle Stunt to its List of Business-Getters—Seven "Wheels" Given to Boy Competitors—Also Many Watches — Some Startling Results Proving the Efficacy of the Scheme.

Special to Men's Wear Review by Traveling Staff Writer.

HAMILTON, Ont., July 17.—A variation on an old theme is the stunt worked by the Oak Hall Clothing Co. at its Hamilton, Ont., branch. From time immemorial it has been a favorite device of retailers to attract trade by interesting the youngsters in the purchases which their parents make and the purchases which are made for their—the youngsters—own possession. In that way different things have been given away to the kiddies. The Men's Wear Review has gone into this matter several times. The Oak Hall Clothing Co. has been well to the fore in employing this device to boost its sales for its boys' department. Up to now books, mouth organs, bootballs, and the like have been given away to the boys to interest them and to get their parents to shop at the Oak Hall stores. The Hamilton branch, however, has now gone one better and some time ago announced a scheme whereby it would give away bicycles or, if the competitors preferred, victrolas. This was how it was done: With every 25c purchase made at the Oak Hall stores the manager of the boys' department gave a coupon. We reproduce it on this page. When the sum was a large one, such as, for instance, $1 or $5, the coupons were made to fit the case; that is, they were equal to so many smaller coupons valuing one quarter or 25c each.

Twenty-Five Cent Purchase

THIS COUPON represents one vote. The seven boys (five in the city and two in the country) who hand in the largest number of Coupons by **June 30th, 1915,** will receive their choice of a **Bicycle or Victrola ABSOLUTELY FREE.**

OAK HALL, 10 & 12 James N., Hamilton

Gave Away Seven Bicycles.

Then the store advertised in the daily papers and said that it would give away to the seven boys who delivered by a certain time the most coupons back to the Oak Hall store seven bicycles, or if the winners preferred it, they might have a victrola. The prizes would go, it was announced in the daily papers, by advertising, to the five boys in the city and the two in the country who produced the most coupons. Publicity was further given to the scheme by having in the window of the Oak Hall store one to three of the bicycles at different times, displaying by card publicity what this bicycle stood for and what was the nature of the competition.

The boys of Hamilton were enthusiastic. Some hundreds of them entered the competition and the winners have just been announced. The boys who had the most coupons yielded in something like 4,000 coupons, and very few of the boys who sent in any coupons at all were under 100. There were something in the neighborhood of 100 boys competing for the prizes. Each boy over and above the seven who actually got bicycles who managed to get 100 coupons was presented with a watch by the Oak Hall store. When the names of the winners were known they were advertised by the store in the Hamilton daily papers, and this was further publicity still.

Success of the Scheme.

The Men's Wear Review has had an opportunity of discussing with C. V. Foreman, the manager of the boys' department in the Oak Hall store the success of the scheme. Mr. Foreman declares that the scheme has been a great sales booster. He pointed to, as a demonstration of this, the fact that the top boy had got no less than 4,000 coupons, while several had approximated this, and nearly all of the competitors had 100 coupons. Since each coupon was worth 25c, it demonstrates the fact that while the scheme was running the people of Hamilton must have spent a great deal of money at the Oak Hall stores. The boys were allowed to collect the coupons from anybody they could; they did not have to get them from their own parents nor were they necessarily to be the outcome of purchases of their own, that is, the boy's own. The boys had *carte blanche* to get the coupons where they could. Mr. Foreman informed The Review that altogether some thousands of coupons had been collected and that that proved to him that business during the time in which the

One of the seven wheels advertised.

plan was in operation had been far above what it would be in the ordinary, thus demonstrating the usefulness of the scheme.

This selling stunt is important because it is the example in the case of the boys' department, of giving away something which is high priced. Heretofore, books, mouth-organs or footballs or some plaything have been more or less easy and inexpensive as give-aways to catch the boys' trade. The bicycle was something new, however, and something expensive. You cannot get a bicycle for nothing, or a victrola either. (By the by, none of the boys preferred a victrola, they all wanted the bicycle.)

Lots of Watches, Too.

In addition to the bicycle being given away to the seven boys who had the highest coupons, a hundred watches were given to the boys, each of whom had one hundred coupons. This meant—for it was announced early in the competition—that nearly every boy who worked hard had a chance of at least getting a watch and very possibly a bicycle. This made the thing worth while.

This means the outlay of some money, but it has been demonstrated that it was very much worth while. The time has gone by, we think, when trade can be corralled by cheap and inexpensive stunts. It is a fallacy to think that any men's wear man can get something for nothing. He cannot. He has got to make some outlay if he hopes to bring something in, and the Oak Hall people demonstrated that such expense as they went to was amply justified.

This was not inconsiderable, because it meant advertising the scheme to begin with, advertising the scheme now and then during its duration, advertising the winners when they were known, sending men round the town with the bicycle and an announcement, and then the cost of the seven bicycles and the couple of hundred watches. Altogether this meant a considerable outlay, but as we have pointed out, it was amply justified and the Oak Hall store is to be congratulated upon the initiative and upon blazing —what is, in some sort—a new trail in men's wear publicity. We do not mean to say that this stunt has not been done before, but there are some features of it that are new, and it is very commendable.

KEEP ON KEEPING ON

MR. C. W. GARDENER of Gardener & Thompson, of Hamilton, Ont., has some wise words to say with regard to moderate success in business. Mr. Gardener has been in business in Hamilton now in men's wear for at least 30 years, and somewhat astonished The Review when he told us that during that time he had never had a sale, and had not spent $500 all that time in advertising. Whether such methods as he has employed would suit all the stores is a question upon which we are not going to say anything definite. Some situations demand measures which are different to measures taken in other situations. It is impossible to be generic; one has to be specific. Mr. Gardener, however, has the following to say:

"To my mind one of the most important things in making good in men's wear is to watch one's stock. A great many men fall down because they go on keeping up stock time after time, and then they have to sell it out at prices which do not pay them. It would be much better if, buying in small quantities, buying hand to mouth, they were to go more often and get less at a time and thus they would keep their stock newer and not be placed with a problem of having to get rid of a lot of stuff which would prove difficult to sell.

"I have always believed—in my own case—in studying the tastes of my customers. Of course a man who has been established for many years in a growing city and has grown up with that city naturally comes to have a number of customers who go to him as a matter of course and order a shirt or order half a dozen shirts or collars or hose without bothering to ask the price. This is not so with all men I know. But I would advise, when it is possible, to get hold of a certain bunch of customers who come to you regularly, and then you know that those men as soon as you have anything worth while in your window will come in and get it. I believe, in the main, that in a provincial town, as distinct from a metropolitan, a men's furnisher is more likely to attract a certain number of his own customers and not to cater to an indiscriminate trade. Of course, such trade as one picks up by the way is all to the good, but it is a good thing, too, to have a stand-by in the shape of a number of customers who are always, more or less, regular buyers.

"I would say, too, that I think a good many of the young men starting up as men's wear furnishers need to be told not to try and make money too quickly. It is not an easy thing to make a fortune at selling men's wear in a couple of years. It is done often; it is not like selling the Ford motor car, for instance. A man has to plod along steadily and do his best for his customers and use bright ideas and trim his windows and stores to be attractive and novel, and then he will be successful, but he cannot expect to do it all in a week. Rome was not built in a day, and no successful man's business was either. Trying to get rich quick is all right, but it usually involves some bargain stunts and other methods which I have not found myself to be necessary. To the young man I would say, do your best for your customer and keep on at it, and then you will make good."

SERIOUS WOOL SITUATION

The seriousness of the situation as far as suitings are concerned, is further accentuated by rapid advances in the prices of linen canvas. With a total advance of about thirty per cent to date, there is a danger of the price rising still further.

As evidence under which manufacturers of clothing are working the following letter, which was received by the Campbell Manufacturing Co., Ltd., Montreal, from a large English woolen and worsted manufacturer, is interesting. Retailers are asked by the above firm to keep these conditions in mind if they find that orders are not filled with the usual promptness, or if the goods are not exactly according to sample, or if advanced prices are charged in repeat orders.

"We beg to draw your attention to the fact that your order is accepted for delivery in 16 weeks conditionally on our being able to secure raw materials for same, and, for this reason and also for any claims which may be made upon us for Government Service, we reserve the right to cancel in the event of being unable to give delivery and do not accept any responsibility for loss of sale or other losses which may be caused by the cancellation. It is also possible that owing to the scarcity of dye wares, and the unusual deviation from the ordinary standard of all classes of raw materials, we may also require a little latitude in the matching of shades. At the same time we can assure you that we shall do our best, under the existing circumstances, to execute the orders placed by our friends and shall conform as near as possible to their requirements in every case. We shall be pleased if you will kindly note these conditions and shall be pleased to have your acknowledgement of same by return."

Interior of the Store of L. A Roy, of Quebec City, who has some words of wisdom to say in the interview given beneath.

USING HABERDASHERY AS A BAIT

L. A. Roy, Quebec, Introduced This Line to Give Customers Free Entry to His Clothing Store—Added Boys' Suits to Catch the Men of the Future.

Special to The Review by a traveling staff writer.

QUEBEC, June 12.—It is a different matter opening a clothing or haberdashery store in Quebec City to, say, in Montreal, Toronto or Sherbrooke. You will know why if you have ever stayed there any length of time. If you have not, know then that the city of Quebec, despite its history, its importance as a port, and the fact that it is the capital of the province, is merely an overgrown village or town—in many respects.

A stranger from New York, Paris, or Timbuctoo could open a clothing store on St. Catherine street, Montreal, and, granted he had the right goods and a reasonable amount of salesmanship, would be doing business inside of a week. In Quebec he could not. There is not the transient trade one finds in Montreal, and more important still, the people are more conservative.

It takes years to get the same hold on business in Quebec as could be secured in Montreal in a few months. The city is like one big family, trading at the same stores year in, year out. Usually beginners get discouraged. They start up with attractive goods, attractive values, a nice store, and plenty of selling ability, yet the process of building up a business is slow work. Once it is established, however, it is solid.

Social Connections of the Clerk.

Under these conditions, the clerk plays a very important part in the retail business, much more so than in other cities. In Quebec, social connections are perhaps more to a clerk than salesmanship. It has been known for a slovenly man, with deplorable knowledge of his goods, to make a greater success in the furnishing business than a clever salesman, simply because he had a wider circle of acquaintances.

Clerks who speak good English are scarce, because both languages are necessary. There are lots of bi-lingual men's wear clerks in Montreal and Sherbrooke, but they would be handicapped in Quebec through not being acquainted. An English-speaking clerk in Quebec is valuable, because the English trade in high-class stores is of no mean proportions.

Ashamed, Then, of Ready-to-wear.

These are some of the conditions encountered by L. A. Roy when he opened a clothing store on St. Jean street fifteen years ago. It was the time when ready-to-wear was beginning to assume importance in the clothing business. In other cities, well-dressed men were not too proud to buy ready-to-wear. In Quebec it was different, and Mr. Roy struck a snag which took years of hard work, tact and perseverance to overcome. In a city renowned for its custom tailors, men were ashamed to be seen trying on ready-to-wear garments.

A change has taken place, and Mr. Roy, the pioneer

in this class of business, enjoys a high-class trade on one of the best thoroughfares.

Of late he has made a move which is calculated to take advantage of the very spirit which handicapped him when he first started in business—the spirit of conservatism. He has opened a boys' clothing department, and handles nothing but the better class of goods, for boys of twelve years up. It is hoped in this manner to get the boy when he has grown into manhood.

A Home for Clothes.

To quote Mr. Roy: "You take a young man who is well pleased with the clothes he had when a boy; he becomes familiar with the establishment, and looks upon it as the home for clothing. Serve the boy right, and you will retain the man in later years. That is why we try to keep nothing but the best."

Last year, a stock of haberdashery was added. They had the room, and it enabled them to complete a man's outfit from head to foot. There is always risk of an exclusive clothing store losing good customers who are attracted elsewhere in search of haberdashery. That important point was considered.

While it was hoped to make the furnishings pay a profit (which has been the case), there was no intention of relying on this department for revenue. There was another reason underlying this departure. It had been brought home to Mr. Roy by personal experience that many people were afraid to enter a clothing store to have a look around, simply because their consciences would not allow them to do so without buying.

A Reason for Haberdashery.

Haberdashery was introduced, among other reasons, to allow people of this kind an excuse for entering the store without being compelled to purchase clothing. On the pretence of looking at a tie, a man who is not sure of the clothes he wants to buy can take a look around. The clerks will take much trouble to show him, but, knowing that he came in to buy a tie, the customer feels perfectly at liberty not to buy clothing. Haberdashery gives a man free entry into a store.

When deciding on this department, L. A. Roy wisely spent some money on good fixtures. There is nothing cheap about the department that is liable to keep customers away. His idea has been to go in for a good medium class of goods, not carrying the very best, nor yet the cheapest. His line would appeal to ninety per cent. of the well-dressed men of Quebec.

Odd Twists and Fancies in Men's Fashions

A USEFUL DEVICE is this simple wire arrangement by which cloth can be adjusted and made into suit gown in a

trice, so that tailors can see what the coat will look like. The cloth is simply shaped by the wires. This is adjustable to any size.

* * *

A DISTINCTLY NEW sport cap is that shown by Chas. Tobias, Bro. & Co., of Cincinnati. Styles during the last few months have changed from the big pleated caps to the small, jockey-shaped styles, and, there is a big demand for shapes that are freakish. It was for the extreme dressers that the "Sport" cap was designed. It has a snug skull-fitting crown, that clings closely, just like the old Eton caps worn by college boys. The visor is three inches long, and is like the visor of a regular racing jockey cap. The cover does not fold over, as in the golf cap. The whole affair rather resembles the cap worn by fall players.

* * *

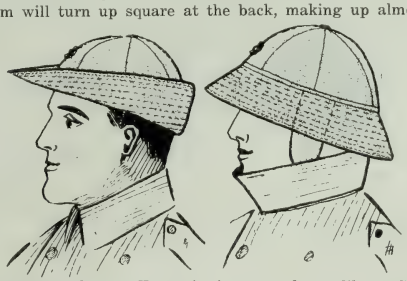
THERE IS NO DOUBT that Palm Beach suits have captured the young man who wants to be *au fait*. And they are surely the sensible thing as well as being the fashionable.

* * *

THE LATEST THING in the sports shirt is the one that has the short sleeve, which doesn't come down to the elbow. Then, the arm is not hampered at all by a sleeve which overhangs the elbow.

* * *

FROM LONDON COMES this new "Weather" hat, which is to be worn a good deal this Fall. It is so made that the brim will turn up square at the back, making up almost



into a cap shape. For rain it turns down, like a Sou-Wester, and has flaps which cover the ears. It is made of waterproof material, or rubber.

PARABLE OF THE EARLY BIRD THAT DIDN'T GET THE WORM

By H. S. E.

ONCE upon a time there was a man who bought some neckwear from a traveler. The knight of the grip arrived in time. It was this June and the weather was not at all June-ish. Far Frum-mit. If you'd worn a fur overcoat you would have looked more seasonable than with a bathing suit. For the weather man, like the Kaiser, had run amuck. However, the retailer, anxious to sell his wares, decided to put his Fall neckwear in the window—even though July had not come in yet. So he arranged his display and stood back and surveyed it and said it looked good. So it did, at that, so far as the trim went.

* * *

And it came to pass that two young men were out walking. Not having enlisted they crept past the recruiting station and glued their noses to the window-pane belonging to the store of the men's wear man.

Said one: "It's beastly hot to-day!"

"You're right, old top," said the other, "it's very fagging."

Of course they found it hot. They had nothing else to do but see how hot it was. And it was, as they agreed, "infernally close," "awfully oppressing," "confoundedly warm," "beastly stuffy," and so on.

"Bai jove!" said one of the nuts. (No: a nut is not always squirrel's food.—Editor.) That window doesn't make you feel any cooler, does it, old chappie?"

The other rolled his eyes round haughtily and gazed into the window.

"Why, old top?" he said.

"Well, you see those ties?"

"Yes," the other permitted himself.

"Well, those aren't Summer ties at all."

"No?"

"No, certaintly not. They are heavy and dark, the sort of thing I shall buy for Autumn, you know. But you'd think that the bally fellow would be showing something seasonable—something in the wash-tie way, something—au—Summery, what."

The other looked a little vacantly at first. Then he acquiesced:

"Bai jove, you're right, old top," he said. "You know there's no inducement for me to buy heavy and sombre-looking neckwear when the thermometer is up at the top and doesn't show any sign of coming down the other side. If that man wants to attract my attention only, well, he's done it. But if he wants me to go and buy some neckwear, he's failed. He's not showing the right kind of neckwear to get my custom."

There is an old saying about "out of the mouths of babes and sucklings . . ." Those empty-headed men-about-town had hit the nail on the head. There was no inducement to them to buy heavy Fall neckwear in Summer. Think it over, yourself.

* * *

Imagine the weather something like it is where I am toiling away writing this parabolic harangue. It isn't merely hot: it's stifling, stuffy, oppressive, sweltering, boiling—(that will do, H.S.E., thank you—Editor). Supposing you want to go and buy some underwear. Naturally you want the thinnest of thin underwear. You want gossamer weight (this shows the poetic strain). Supposing you strolled into Main Street and saw a window full of underwear, thick, heavy, woolen Winter underwear. Would you buy at that store?

No, sir, you would not. You would hail Columbia, very forcibly, and expatiate upon the folly of the man who tries to get your order for Summer goods by dangling the Winter antithesia (That's a good word—Editor.) in front of your eyes. You would ask what kind of gol-darned logic that men's wear man had. You would say: "Of all the mutts, num-skulls, ninnies, dolts, fools, etc., etc., that window-trimmer is the worst. I don't want to buy hot clothes with the thermometer up at boiling point. I want suitable raiment! I wish seasonable vestments! I desire sensible habiliments?"

* * *

Well—that's what the two fellows felt when they saw cold-weather, Fall neckwear displayed in June.

Now, the man who trimmed that window doubtless thought it was great stuff. Yessir! he thought he was beating the other fellow to it! He said: "Lo! I will display my new Fall goods 'way ahead of anybody else! I will be enterprising! I will beat my competitors to it.

* * *

But the early bird didn't get the worm. As the office boy says, "Dress your window in haste and repent at leisure."

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY — 135-153 University Av TORONTO-CAN.

VOL. 5. AUGUST, 1915 No. 7

A YEAR AGO AND NOW.

IT is pretty nearly a year since Great Britain declared war on Germany and Austria-Hungary. August 4th, 1914, was a red-letter day, as well for Canada as for England, and by August 5th there were not wanting prophets of blue ruin for this country. Canada—so far as business was concerned—was going to the bow-wows; trade would stand still, the money markets of the world would suddenly break and we would be nationally bankrupt. Thus—some of our own pessimists.

But the war has run a twelvemonth now and we see, at the end of that time, a hundred causes for hope and none for the antithesis. Later on, when we view things in their proper perspective we shall count the magnificent recovery of this country's business one of the features of the year 1915.

At first, trade reeled under the cumulative force of the blow. Before the war we were in none too good form. Our values were not valid: our business foundations were not of the soundest.

The West was admittedly in but moderate shape, due, very largely, to false and foolish exploitation of real estate values. We had had—up to the date of the declaration of war—a bad year so far as business was concerned and were in the middle of the hard-to-bear job of retrenchment. It is not too much to say that for some days the country reeled under the impact of so many unfortunate influences.

But slowly, but surely, we steered out of the rough and headed for harbor. We are not there yet. Rome was not built in a day and Canadian business won't be rebuilt in a year. But by dint of economies effected; by catering to trade that we may have looked down on before; by seizure of German-vacated markets:—above all, by firmly putting a great national shoulder to the wheel, we kept business going, though, at first, only slowly.

Then war orders came along and helped, and the problem of unemployment was, in some sort, solved for us by wholesale enlistment. Meanwhile, the retailers all over the country had, one and all, gone fully into their position and found that two things were necessary: (1) Hard work and (2) readjustment. Orders became of a hand-to-mouth character, but if smaller *they were at least steady and regular.* By and by their number and extent alike increased and, now, one year after war was declared, if business is not "humping along" it is surely steadily, little by little, building up, and, above all, so doing on a foundation of sane, economic values.

There is justification for optimism in this and there is also full reason for the pessimist shutting up shop. The pessimist never did any good yet—that's why he is a pessimist. We do not need to throw up our hats and vaunt that our business is reorganized. But we can at least say without any tergiversation, "Business is sound and getting better steadily."

Of the old Greek runners it was said, "They did it because they thought they could do it"! There is power in confidence, and a whole dynamo in optimism.

WHAT IS YOUR TURN-OVER?

THE Small Stock will be found to be one of the solutions of the ills that the retail trade is heir to in these days when success is more difficult of attainment than in the easy-going sunny days of expansion. By a "small" stock there is no suggestion of an inadequate selection for the customer; that would the rather be to court danger of trade slipping away because it would go out dissatisfied. But it is surprising just how much a man can cut down his stock value and still provide such a selection for a customer as ensures a return trip. There is a universal complaint that the costs of doing business are creeping up and that in many cases the margins of profit for the retailer are being curtailed. It follows that the "leaks" in the business must be stopped up. One of the most serious of these is the piling up of stickers in every line. It used to be that collars were taken in at full value in the stock inventory; now, a large percentage, probably are found to be worthless. One retailer has worked two years to get rid of a few dozen that, have become old timers, broken sizes; a year or two ago worth their weight in new collars, but to-day, little better than junk.

The Review urges upon the retailer a serious study of his own business conditions whereby he may get along with a minimum of stock on his shelves without doing any real injury to the most satisfactory and satisfying relations with his customers. As Mr. Burrill indicates in this issue the evil of piled-up, slow stock is to a great extent a matter of progression: a little this six months, a little more the next. We would commend his point of view and his practice in holding up an ideal of no sales without a fair profit, even at clearing time. The value of the success of his experiment lies in the fact that this business is an average one, running in sales from $5,000 or $6,000 to $7,500 a year, and does this on a stock that seldom exceeds $1,200, including a good assortment of straw, soft and stiff hats.

There are some suggestive figures furnished by Mr. Burrill. He turns his stock five times a year, that is on the basis of the cost price. He figures out that a business doing $9,000 a year in sales, or about $6,000 a year from the cost standpoint should get along smoothly on a stock of $1,200. We would like to hear from our readers on this point: What has been your experience? How many times do you turn your stock? Send in the result of your experiences and they will be published gladly. If you request your name not to appear with the figures your confidence will be respected.

EDITORIAL BRIEFS.

THESE ARE THE dog days—the dogs of war.

* * *

IT IS THE MAN who stays with it that gets there.

* * *

MAKE THE MOST of black and white in your displays. War year means black and white year.

* * *

M.W.R. STANDS for Men's Wear Review. It also stands for Most Widely Read.

* * *

NOW IS THE time to sell a man his second straw hat. Are you doing it?

WHAT IS BEING SHOWN IN MONTREAL SHOPS . . . .

By MACLEAN, MONTREAL

MANY dealers are on the fence as far as novelties are concerned. Whereas in former years they were free to take chances even at periods like the present, now, with a war on, they are exercising the greatest care. Even people of the better classes are showing marked signs of economy.

The only new thing in neckwear a leading haberdasher was able to show me was a very fine line in foulard silk, of Persian design. This class of tie will often sell after a customer has refused to make a selection from the remainder of stock. There was a case this week of a broker who was hard to please, but purchased two of these fancy foulard ties when they were offered to him as a last resort. One thing in their favor at this period is their extreme lightness.

During July, the better dressed men have been ignoring fancy washable neckwear, confining themselves to plain white pique four-in-hands. Crepe de chines in plain shades are among the big sellers. Polka dots, which are staple, are perhaps in greater demand this summer than usual.

Shirts and Such.

One has to look a long way to find a new shirt in Montreal stores. I referred briefly last month to the new khaki soisette shirt. It has been an excellent seller, and heavy repeat orders are being placed. A similar line, made from very light khaki flannel, will be on the market for the late Summer. It is of a lighter wool than last year, and will have two soft collars supplied. Military men are favoring separate collars. Shirts as described will retail for two dollars.

Soft cuffs are being bought heavily this month. Taffeta wool and flannel have dropped off lately, and men are going in more for silk and linen, and different varieties of crepe. Retailers are showing no new stiff collars, and they hear no rumors of anything coming. The cutaway is still the leading seller, and the demand for close-fitting collars is very meagre. The demand is either for plain or for pique. Even the better-class people are buying the latter, and imported collars follow the cutaway lines. There has been a noticeable falling off in the demand for wing collars during the Summer.

A Madras, figured, and close fitting, has proved the big seller this Summer in soft collars, but a new arrival is expected, one with long points, and of a different cord. This is made on the same principle as the turnover collar, but there is a difference in the back. It is much higher than has ever been seen in long points before. Both stiff and soft colored shirts are dead, with the exception of khaki.

Stiff Collars for Fall.

Samples of stiff collars for Fall reveal nothing new, and nothing can be heard of. There may be something coming later, but there have been so many new collars within the past six or eight months, manufacturers naturally want to get rid of the stock they have on hand. The cut-away collars are not old by any means yet.

Silk Gloves in Several Shades.

There is, and has been all Summer, an enormous demand for silk gloves, of three shades of grey. Medium grey is the best seller of the three. There has been a demand for grey suede, which is always good for receptions. They have nice fancy backs, which are not too visible. There would have been a big sale of grey cotton or lisle gloves had these been available, as there has been a heavy demand. Men like them, as they can be changed oftener. However, since they are made in Germany, customers have no option, and are paying $1.25 and $1.50 for silk gloves.

The Fall should see people buying washable capes, which were introduced last Fall by one of Montreal's exclusive houses, and proved so successful, they are now offered by a large number of glove manufacturers. They are shown in nice shades, not too heavy, with fancy backs of trimming in assorted widths.

White Socks Moving Freely.

In hosiery, it has been observed by more than one store lately that white socks have been moving very freely. They had dropped almost entirely out for a while, but with the advent of Summer, light pants and white shoes brought them back vigorously. Chief sellers are silk lisle and cotton cashmere. Golfers are wearing a plain white wool with a rib in it. They declare it is much better for walking. There is also quite a demand for white socks with clocks, especially silk. Pepper and salt in some stores are selling better than blacks. In cases where people want colored silk or lisle hose, they are showing a preference for plain shades instead of stripes or fancy shades.

Several stores report that they are practically cleaned out of blazers, which have been shown this year in plain shades and stripes, in Norfolk and other styles. Palm Beach suits were a success, and a large number of trousers were sold. Knitted bathing suits in two pieces had a good sale in the more exclusive establishments. In belts there has been a demand for the black elastic leather. Initial belts have been quiet.

I was rather surprised to see a table display at the entrance to Max Beauvais' store of ash canes, marked fifty cents. While I was standing there a gentleman, who might have been the Lieutenant-Governor entered, swung one of the canes in the air, then handed over his half dollar. The canes are odd and cheap, but do not detract from the prestige of the store. One can see men who hold very important positions carrying fifty cent ash canes down St. James street.

Maclean,
Montreal.

WHAT IS BEING SHOWN IN TORONTO SHOPS . . . . .

By MACLEAN, TORONTO

I HAVE said before in these columns, what America wears to-day Canada may, with luck, wear six months hence. That is not always the same, as witness, the number of men who are now wearing Palm Beach suits. Several of our well-dressed men in town are thus sensibly and nicely attired and for such weather as we are now having this style of suit is the very thing. I see in the shop of the Fit Reform people some very nice goods indeed. One in their window took my fancy; it was very light in color. A cross between fawn and cream, it was neither one nor the other but was more of a string color. It had a very slight and inconspicuous brown stripe running down it, was cut form fitting, and had two patch pockets below and one on the right hand side on the chest. The lapel was cut fairly long. This style of suit is of course necessarily a two-piece suit; no vest is sold with it because no vest is needed in the hot weather.

An Old Fad Revived.

The annex in the T. Eaton store is as usual well to the front with novelty stuff and when I was in there to-day I saw some of the new ties which are being worn in the States, which are fastened by a ring and not by a knot. This is going back many years, really. It was a custom of our grandfathers in mid-Victorian days to affect this kind of neckwear fastening, and to dispense with the bother of tying a knot by simply tying the tie round the collar and making the two ends equal in front and then slipping a little gold or silver ring over to hold it together.

The tie which goes with this sort of fastening, best of all, is a soft material of a broad cut. Foulard, in four-in-hand shape, is the best material that I know of and this was what I saw in the store that I mentioned. There was one difference, however, and that was instead of a ring of gold being used the ring was of cord and made of blue and white. The material itself was dark blue with very big white blobs in it and fastened round the collar by this neglige fastening it looked mighty effective. The idea is to use this sort of tie really for sports wear and to wear it therefore with a sports shirt or a shirt with a low turn down collar but it may too be worn with ordinary linen collars. I understand that any tie can be used this way with this ring, and it seems to go particularly well with soft, well flowing material.

Something New in Blazers.

This country does not go as much after the blazer as does England but for sports wear there is nothing to touch it. There are blazers and blazers. The original idea in England was for a man to wear his college colors in blazer form for cricket or tennis or golf or any outdoor sport. Canada took this up more or less widely a couple of years ago and there have been all sorts and conditions of blazers in our store ever since, although out here Canadians don't bother very much with wearing any colors, because they are associated with them or have been associated with them. The one that I saw that particularly attracted me was a dark blue cloth coat with the collar and the cuffs made of a very light blue and white stripe. This looked very smart and was something distinctly new. These blazers—in one or two rather odd and novel designs, are being shown by the Wreyford Co. on King St. West.

Socks With Clocks.

We come back year after year to the problem of what to wear in the way of hose for the Summer and I always think that nothing can beat the clock pattern in Summer hose. This can of course be in different colorings but an admirable sports sock is white. In Bilton's window this morning I saw some white silk hose with just a single plain black clock on the side. These were of very beautiful material, very well made and I cannot conceive of anything smarter with flannel for boating or sports wear than these. The reverse—a white clock on a black sock—is of course not so suitable for Summer wear with flannels as the black on the white. Colored socks with clocks are all right but for a really clean-cut and fresh looking foot a nice white buck skin shoe surmounted with white socks is the best thing, I think.

Spots of All Sizes.

Talking of ties reminds me that there seems to be a fairly big demand for polka dots in foulards. I see Mr. Hickey is devoting a good deal of space, both in his window and indoors, to displaying this particular tie in all sorts of sizes and in all shades of colorings. There is no doubt that the polka dot in foulard is a very attractive tie and goes down equally well for outing wear or for formal wear. White, widely placed spots upon a black background is a very suitable thing as an accompaniment for a morning coat, and a yellow or blue or green or mauve spot on a black background is equally suitable—either in bat-wing or in four-in-hand—for outing wear. There seems to be, by the by, a demand for the bigger spots.

In Ely's Stores there are some blue foulards being shown there and one of these attracted my attention because it had spots of three different sizes. This is unusual in one tie. Some of the spots are half an inch in diameter, some are quarter of an inch and some one-eighth of an inch. All these mixed up together in a hotchpotch of design look very attractive. It does not sound very nice, but it is and I understand there is rather a demand for this unusual tie.

The Right Shade of Brown.

Tan shoes are being used to quite a large extent now and there is some dissension as to the shade of brown which is au fait. Dack's are responsible for the style decisions of a great many men and they seem to be favoring a fairly bright tan rather than a dark mahogany or dark brown. I think this bright tan color is a good thing for Summer wear although possibly in the darker weather a darker brown is most suitable.

Stanley & Bosworth have got an unusually attractive line of shirtings in pink now. Some of them are being illustrated on another page of this issue. They are very highly mercerized cotton with line effects in shadowy and pale colorings on white or very quiet backgrounds. Pinks, greens, mauves, in combination shades are displayed. These are not stripes so much as just thin lines. They are, of course, for soft fronted shirts, with double cuffs. They are ideal for Summer wear in color and weight alike.

Maclean, Toronto.

THE MODERN METHOD: SMALL STOCKS, QUICK TURNOVERS

How a Young Merchant Turns His Stock Five Times a Year—Advantages Over a Heavy Stock With a Certain Loss at Clearing Time—A Daily Record of Sales, Costs and Net Profits—Overcoming Self-Deception.

Based on Interview With Mr. Birrell.

We have reached the season in retail merchandising of the Low Stock and the Frequent Turnover. It is a condition some merchants arrived at by wise reasoning, and others by force of circumstances, that sometimes, happily acts beneficially even in the absence of the minimum of grey matter.

How many times do you turn your stock in a year? How long does it take you to sell goods to the value of your stock? Six months, three months, ten weeks or less?

It will pay you to prime yourself along these lines if you would take advantage of a Short Talk to all of us by a young Toronto Men's Wear Man on Bloor street, west of Bathurst. "I like to talk to anyone who is interested in this subject," said Mr. Birrell to a Men's Wear Review representative. "I suppose I'm a crank on this, but I intend to keep on being a crank — it pays well from a business point of view."

Travelers have expressed surprise at the comparatively small amount of Mr. Birrell's stock compared with his turnover. Briefly he puts it this way. "If a man has ten times as much stock as he turns over in a week and can, in a city like Toronto, get his stuff in an hour, why isn't that much stock enough? In other words if a man has an average turnover of $150 a week, isn't a stock of $1,500 large enough? Why does the average man with a store and business this size carry a $2,500 or $3,000 stock, twenty times as much as he turns over in a week?" "But that sized stock isn't big enough. It doesn't give customers enough choice. What sort of an offering in shirts, collars, ties, underwear, hats, etc., can you give a man on that sized stock?" Thus the other side argues.

Mr. Birrell points to his own experience as a proof, just as The Review will point to other successful merchants' experiences in the next few issues to drive home this point by the force of repetition.

While The Review was in the store two men came in and bought shirts: one asked for a 14½, another for a 15. A pile of 20 or less taken from the showcase was sufficient. Each saw something that satisfied him. All the essentials of a successful sale were complete. Why?

Where Things Go Bad Quickly.

This brings home one of the main points of the Low Stock theory. A man who keeps a small stock turning quickly manages to have all the new things on hand; 20 good styles of shirts in the 20 he shows; not 40 shirts with 20 of them old stock.

"In the men's furnishings business things go bad quickly," was Mr. Birrell's way of explaining this section of his Business Creed. "If I have $1,500 worth of stock

Exterior of Mr. Birrell's Store on Bloor Street, Toronto.

that is continually being renewed, surely I am in a far better position than the man who has a $3,000 stock, a large portion of which was bought months or a year or more ago.

"And after all how does a stock become big? Most people start as I did on less than a $1,500 stock. They make money the first year and add to their stock. The money they made actually has become old stock! I got through on an average with 200 different shirts, and young fellows congratulate me on the good range I have. Now, I have rather less stock than I had at the start. If I had a $3,000 stock now, probably half of it would be fast getting out of date. Suppose a merchant buys ten dozen ties at one time. Before he got half through selling them he probably would be sick of seeing them around and would start clearing them out at a loss. If, instead, he has bought two or three dozen he would have sold them out quickly and been able to buy a few others of the same lot or new lines and cleared these out in their turn. Outside of a few dull weeks in Summer and Winter, I buy neckwear every week."

Disadvantages of Heavy Stock.

"Then as covering the operations of six months or a year, just where would the heavy stock be the most disadvantageous?"

"Well suppose you come to the time of a clearing sale, say July. The man who loaded up months before is almost certain to have a lot of ties, shirts, hats, etc., to clear out. He must do this at greatly reduced prices, usually at a considerable loss."

"If he has a large number on hand he is afraid to buy any more even if he gets them at a job price. The result is that on every one he sells he either has an actual loss or if he sells 50 cent neckwear at 35 cents he is just breaking even on the purchase price and getting nothing for his costs of doing business—his overhead expenses. On the other hand, suppose he had kept his stock low and on going through it at the end of June found three dozen ties that should be sold. This of course would not be enough for a sale, so he would look round for 6 or 7 dozen more. At that time he probably would be able to get them for about $2.25 doz. instead of $4.25. This would make up for his loss on the three dozen and the sale instead of being a net loss would result in an actual profit, as well as in clearing out his stock.

Buy Up a Job Lot.

"Or take shirts. A big stock would mean a large number of stickers on hand: too many to make it advisable to buy any more. Result: a shirt sale conducted at an actual loss, so that this percentage profit of preceding months would be cut down. But with a small stock carefully selected he could take advantage of some manufacturer's clearing sale and land a few dozen $9 lines for about $6.50 and the sale of these at 85 cents would mean a profit on his whole shirt sale on the average—instead of a loss, and also be giving his customer a real $1.25 shirt for 85c.

"On a $1,500 stock a man can average a profit all the year of 33 1/3 per cent.; on a $3,000 stock with the same turnover this for the reasons I have mentioned is almost impossible. The piling up of slow stock of course, will be increased year after year if once it is permitted."

It may be wondered why Mr. Birrell is so careful to figure out a profit on every sale. Probably a daily object lesson has something to do with the tenacity with which he holds to the profit idea. He keeps a daily record of every article sold, the totals of these, and the total cost. Subtract and he has his gross profits for the day, the week and the month. From this he deducts the cost of doing business which he has figured down to a weekly basis, as can easily be done, and he has his profits, net as well as gross. Thus he keeps in close touch with his business. Sales in a medium sized men's wear store do not as a rule come too quickly to interfere with keeping such a record.

A sample is submitted here of the daily record. Note that each article sold is marked down, the cost price as well as the selling price. This latter is a simple matter usually, for all his two-for-a-quarter collars cost the same price, his 50 cent ties and so forth. Whenever the ordinary scale of costs has been departed from and the article has cost more or less than usual, this cost is marked in cipher on the article and the clerk and he mark this down on the left hand side of the card when the sale is made. For instance, a certain hat that sold for $2 cost $1.10 instead of the usual $1.25. This is marked down in cipher on the left, say "ce."

Next comes a tie selling for 50 cents but costing the usual 35 cents. There is no need to mark this cost down on the left; it is the regular scale cost and is marked in the column on the right at the close of the day. Third is a tie a knitted line selling for $1.00. It so happens that this cost less than usual, only 50 cents, so the cost price Rxx is marked down just after the sale was made. This mark is on the tie itself. At the end of the day the figures 50 are marked in the cost column on the right for purposes of addition. When the day's selling is over the totals of the sales and cost prices are known and hence the gross profit. The proprietor knows what it costs to do business and thus has his net profits day by day. One card usually suffices for the ordinary day with three or four for a Saturday.

Omits the Discounts for Safety.

There is no self deception in Mr. Birrell's marking. When he puts in a hat at $1.25 as the cost price, he disregards his discounts entirely, be they even 5 or 10 per cent ones—and he takes them all. He omits these in order to add what may be called a "margin of safety" to his record. As a matter of fact he was over $100 ahead last year in his balance in the bank than he had figured. This he does not call a proof of inaccuracy but rather of accuracy. In other words where far too often the merchant figures out a 33 1/3 per cent. profit on everything he sells (i.e., 50 per cent. added to the cost price), at the end of the year he finds he is away out in his reckoning and wonders where he fell behind. Just one more point in this system of Mr. Birrell's before closing this First Talk. What does he do when he is clearing his stock, say in January or July or any other special time; what does he do with goods he marks down? What becomes of his persistent demand on himself to sell all goods at a profit?

Averages Old Stock and Job Lots.

This is where his Low Stock theory works. As has been said, perhaps he has only 3 dozen 50 cent. ties to clear out, say at 35 cents. He buys a job lot of 3 or 4 dozen regular 50 cent value at considerably less than $3.00 a dozen, say $2.25 so that when the earlier lot and the later are mixed together the average cost will be about 25 cents each. This amount is marked in the cost price column of each tie, the new as well as the old.

In Figuring His Turnover.

A question on which there is some difference of opinion —Mr. Birrell has sales, say of $9,000 a year. He takes one-third off this—if he is certain from experience that his profits are 33 1/3 per cent. of the selling price and this leaves him goods sold whose cost was $6,000. If his average stock is $1,200 the turnover would be five times a year. If his stock was $2,000 his turnover would be only three times a year.

He is almost certain to have this 33 1/3 per cent. profit on selling price if he keeps his stock down to an average of $1,200 to $1,400, because as stated before, his stock is always new and being turned at this profit.

INFORMATION ON EARLY FALL NECKWEAR

What the Manufacturers Have to Offer—Samples From Leading Houses—Big Vogue of Black and White—Green to be a Favorite—Stripes as Compared With Flower Designs—Polka Dot Waning.

IN the pages that follow we present to the men's wear retailers of Canada the leading Fall lines of most of the manufacturers of the Dominion in ties. This information, authentic and authoritative and full, is—as all of the style notes in the Men's Wear Review—ahead of other information given to the retailers of Canada. The men's wear men have, in the two pages that follow, one sample of neckwear from each of the big houses in the Dominion to look at. They have in these columns a written guide to what is best to buy and with this advice and these illustrations they may be sure of getting the best in neckwear for Fall and Winter.

Manufacturers are showing a great number of black and white and grey and white lines for Fall. This is amply demonstrated by the fact that of the eight ties which we reproduce herewith, three of them are in different shades of black and grey and white. This is accounted for chiefly by the fact that—as we remarked before—most war years are recognized as being black and white years in neckwear. The quieter feeling which is extant demands some indication in clothes and while, as we shall remark later on, bright colors have in some sort corralled the business, still black and white is making an unusually large showing. One manufacturer told us the other day that the number of black and white ties he had made in different ranges and different sizes and different patterns was worth about as much to him as any three of his other lines. There is one other thing to say, too, about this black and white craze, and that is that to a large extent it is British. There is no doubt whatever that we are still getting our fashions, so far as neckwear is concerned, very largely from London, England, rather than from New York, and over there the report is an unusual preponderance of black and white and grey and white ties.

Green a Leading Shade.

Judging by the range of ties which we present to the retailers herewith, it may be safe to assume that a leading color, or a single color, in neckwear for this Fall will be green. We are showing two or three either all green or green mixture ties on this next page. The precise shade which we predict will have a big running is a fairly dark green which is nevertheless lustreful. In connection with these greens we would remark that there will be many ties this Fall made of quite plain green silk. One of these is reproduced herewith, except that it has towards the bottom of the stars a patterning in vivid colors. This, of course, does not show, when the tie is tied, supposing that a fairly high vest is worn. This tie is described by the manufacturer, "Charvet or Rengence ground with a three-toned natté border."

The word "Charvet" is taken from the famous Charvet of Paris, who is a fashion leader in men's neckwear. The natté border is something new when worked out on these lines. There is another green tie reproduced on this page which has a rather narrow striping of black. This is a silk four-in-hand, which is so cut that it makes up into an exceptionally smart knot. The green in this case is just a trifle brighter and it has to be noticed that it has an extreme border of bright yellow. This again is a novelty,

Standard Neckwear Co. *A. T. Reid & Co.* *E. and S. Currie.* *Sword Neckwear Co.*

but the manufacturer reports exceedingly good orders for this class of tie.

At the beginning of the Summer it was forecast that there would be a great demand for stripes, both cross and diagonal. This did not materialize, but neckwear manufacturers have now swung into their stride in this regard, and stripes at present are selling very well. They are also selling exceptionally well for Fall, and in this connection we would point out that of the eight illustrations which we reproduce here, not one is a cross stripe. There are several diagonals; one in particular in a wide bar effect of yellow and black. The cross stripe, however, while it has a good run for the Summer will not, we think, be carried into the Fall and Winter, although the diagonal will. As to designs in stripe effects, the Roman stripe will be very strong in all sorts of color combinations. We reproduce one here in yellow, blue, red and other colors. A popular stripe for Fall will be a bar effect about three-quarters of an inch wide which is rounded off by two or three narrow line stripes, at intervals. We reproduce a sample of this on this page. Taking it by and large, the very narrow stripe will not be as popular as the broader stripe. The manufacturers tell us that the orders for a fairly broad stripe, half or three-quarters of an inch, are much greater than the orders for the narrow stripe or even the line.

Several All-over Effects.

There are several all-over effects. One which is going to be popular we fancy is a flower effect in very dark and inconspicuous colors. This is reproduced on this page. The colors used in this particular sample are dark brown and black and very dark green. This makes up a mighty effective patterning, and we are not surprised to hear that orders are coming in. It would be foolish to assume that, although stripes are very popular indeed, the all-over and flower and leaf effect will not have considerable vogue too. They will. This is true also of black and white and grey and white combinations. Stripes are largely demanded in black and white, but in grey and white we think the preference is for flower or tapestry effect.

It is somewhat singular that although polka dots have had a big run this Summer not one of the manufacturers has sent us in a sample of this kind of tie as his leading Fall line. If we are to judge from the material in front of us, we would say that the polka dot will not have the big run in the country for Fall that it has had for Summer, and this is borne out by the remarks of a leading manufacturer in the States. The polka dot is essentially a Summer tie, as it is made in very light weight material, because it has a negligee effect which fits perfectly well with a wide expanse of shirt and the lack of vest, but is not so good for formal wear. From this we naturally think that it will not have considerable run for wear during Fall and Winter.

As to Shapes.

Something should be said with regard to the shape of the scarf for Fall. On the whole, the samples submitted to us show a little larger tie which nevertheless makes a little smaller knot. They are so cut, however, that the fold immediately under the knot hangs better than the medium width four-in-hand. The pre-eminent idea with regard to the shape of the tie for Fall is that a trim knot may be achieved. Most ties are designed to fit this aim.

Now for the materials. First of all, it will be noticed that not one of the manufacturers has submitted as his leading Fall line a knitted tie. These will undoubtedly be sold to a certain extent for the better class trade, but the average run will not handle many knitted ties as formerly. The demand is for the cut silk. In these, many materials are to be seen, chief amongst which is the mogadore silk. This gives a very effective appearance and is also a good material for tying. We want to point out that the grenadine, which was so deservedly popular in the Summer, will not have much run for Fall and Winter.

Halls, Ltd. *Tooke Bros., Ltd.* *Wm. Milne.* *Sterling Neckwear Co.*

Possibly it is not too much to say that this, too, is essentially a Summer tie. Bright colors in grenadine look mighty effective, but something heavier and more substantial in the way of silk will be seen for Fall and Winter.

More Bright Colors.

Now, more as to colors. The Summer has shown us, despite all predictions to the contrary, that the bright-colored tie has been almost universally used. This is somewhat surprising in view of the immense vogue of black and white, and yet, on the other hand, it is not surprising when one comes to think that clothes for the most part have been fairly sober, and the only touch of color has been given, possibly, by a bright tie. Nevertheless, for Fall and Winter colors will be considerably quieter—judging from the samples we have had and our talks with manufacturers—and pale and more or less inconspicuous shades will prevail. There will be some brightness, particularly in stripe effects, but all-over patterns such as flowers, leaves, etc., will be rendered in soft colorings.

Most manufacturers, by the by, report fairly good advance orders for ties, considering the state of business and the hand-to-mouth character of demand which has now become almost universal amongst all classes of retailers. Nevertheless, advance orders are fairly well up and travellers are sending in cheery reports all along.

So far as present neckwear is concerned, one of the latest things on the market, something made in Montreal, is a sports tie, which is expected to make a big hit during the remainder of the Summer and the Fall. The feature is a silk braided ring, which takes the place of the knot. These rings on ties have not been worn extensively in Canada for the past twenty-five years. About a quarter of a century ago there was a tremendous demand for them, and they netted dealers big profits.

It has come again, this time with a tie that can be worn three ways—with the ring, or as a regular flowing-end derby, or as a big flowing butcher-boy bow. It is being made in Foulard spots, in grenadines, and six different shepherd checks. It should retail for about fifty cents. Difficulty has been experienced in turning the ring out quickly. It is dainty in appearance, of a turban effect. These should be in the hands of the trade in a few days.

This tie is being brought out in connection with the new sports shirt, which is being turned out now in a number of fancy colors as well as white, with the shawl effect, allowing it to be buttoned in two ways.

Patriotic Neckwear Over.

The neckwear of small flags and various khaki effects have practically gone. Manufacturers declare they were a God-send to the trade, but the season is practically over. Khaki is making its appearance in the form of club stripes, of which there will shortly be some really nice things on the market. The following stripes will shortly be available for the Summer trade—khaki, red and black; khaki, gold and purple; khaki, red and green; khaki, blue and white; khaki, green and blue and khaki, red and blue. The first of these makes an elegant combination.

Something new is also being shown in file club stripes, with an all-over pattern in silk. This is a welcome variation from the ordinary club stripe. This is being shown in purple and black, red and black, black and green, black and gold, black and white. There was an extra heavy demand for the black and white design as soon as it made its appearance on the market, and if there is a little difficulty in securing this line, the reason will be evident.

Black and whites are still exceedingly popular, and it looks as though the public taste will stay with them until well on towards winter. As evidenced by the above, there is a little variation in effects. New silks have just arrived from Switzerland, having black and white effects on grounds of colored repp.

Large Spots Popular.

Large coin spots on a blue ground are making their appearance. The following are the colors in which spots are shown, the ground being blue in every case—lavender, gold, cerise, green, light blue, and black. Similar neckwear is also being shown in a very fine dot. On a blue ground, the following spots are offered—silver, green, white, gold, lavender and purple.

While manufacturers are bringing out an unusually fine range of novelties, they realize that a war is on, and are playing up a large number of staples.

New type of Military Cloak shown by the National Rubber Company of Montreal.

COLLARS & SHIRTS

THERE does not seem to be anything distinctly new in sight for Fall. Black stripes have been going well, but the tendency of manufacturers is towards staple lines. It is safer for the maker and dealer when trade is so indifferent. If staples do not sell to-day, they are just as good next month, whereas novelties soon become old stock. Retailers had some sad experiences along these lines a year ago, and it seems likely that they too will demand staple lines in preference to anything like myriad pleats, which were such a frost in 1914.

A khaki shirt, made of soisette, but now being turned out in flannel for Fall and Winter. Cut in military style, with soft collar to match. Shown by Tooke Bros., Limited.

As far as dress is concerned, mushroom fronts are still going strong, and are expected to be all right again this year. In the United States dealers are booking orders for mushroom pleats somewhat heavily, and the same is likely to be the case here. The only variation from the plain white mushroom front is an embroidered black flower; but this cannot be called new. However, it is likely to be in demand during the coming season.

Sports Shirt Come to Stay.

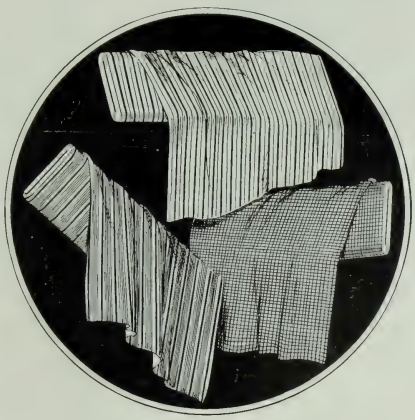
At present, manufacturers are concentrating all their efforts on Summer goods. The new sports shirt appears to have come to stay, and has revolutionized the outing shirt. Everybody seems to be demanding it, and with the new sports tie, which is now on the market, the demand should be even better. The sports shirt, which is being made by a large number of manufacturers now, can be worn two ways: the collar can be worn closed up in the regular way, or it can be worn with an open V neck, or, as it is generally known, with a shawl collar.

A Montreal house has brought out a new line of sports shirts in stripes, black and colored, the stripes being of assorted widths. These are being made with short sleeves, for which there is a big demand, as they are exceptionally nice for tennis, golfing and rowing. The price is also attractive, these shirts being offered to the trade at $9. The goods are in stock, and ready for immediate delivery.

Fall sorting orders are coming in satisfactorily, and prospects look good. Merchants' shelves are by no means full of stuff, and everybody has been working close to the boards. Manufacturers are stocking up well in anticipation of a big demand when the wheat crop is harvested. The wise merchant is buying all he can get of stuff in which there is lots of color, as the dye question is becoming very serious. Some shades are becoming harder and harder to get, particularly indigoes and turkey red. Soft cuffs seem to be getting stronger and stronger, and should be good for Fall and next Spring.

Soisette Khaki Shirts.

Among the big sellers this Summer has been a khaki shirt, cut in military style, made from soisette, a soft,



Some attractive shirtings for Fall wear shown by John Forsyth, Ltd., of Berlin, Ont. Stripes and checks, in pale, sometimes hardly distinguishable colors, are the order of the day for Fall.

silky material, eminently suitable for the hot weather. This same shirt, a cut of which is shown on this page, is now being turned out in flannel for Fall and Winter. Collars to match are supplied with them. With the large amount of recruiting that is going on, these should be big sellers during the remainder of the year.

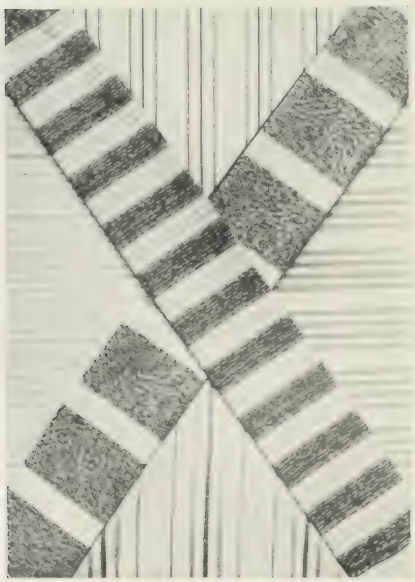
On another page we say there will be no new collars for Fall. As we go to press, however, we learn that there will, as we explain here. One of the largest manufacturers of collars in the world, who has a branch factory in Canada, will be in the market in the course of two weeks or a month with a new collar. Whether this is a stiff or soft collar cannot be learned as yet. They will also come on the market about September with a line of stiff collars which will mark a distinct departure in this branch of men's wear.

This will be surprising to the trade, who have heard nothing of anything new in this line, and were of the opinion that the present cutaway shape was here to stay for a long time to come. It was felt that manufacturers had done an unusually large amount of changing in this direction during the past six or seven months, and that considerable time would be required to clean off the stock which has accumulated in the meantime. What form the change will take can only be a matter of conjecture. It is pretty certain that it will not be in the direction of the closed collar, which is absolutely dead. No change is expected in the wing collar for Fall. A nice neat little wing will be the thing for the coming season.

A Montreal manufacturer has arrived with something distinctly new in the shape of a soft collar and bat-wing combined. This is already being shown in certain Montreal stores, who are retailing the two at $1.50, at which price they make a handsome profit. The trade should be able to sell this combination for a dollar, and live; and it can even be sold at 75c profitably. They cost the trade $5.50 per doz. complete, or $3.50 for the collars, and $2 per doz. for the bat-wings. It is necessary to sell them this way, as a man will purchase three collars, and use the same tie for the three. This line is quite new, and is on the market now ready for quick delivery. The bat-wing is made in both Foulard spots, and in small patterns of fancy silks.

The collar is made of fancy French pique in assorted stripes. It has a stiffened band, but is not starched. The bat-wing is in two lengths, the small ends of which pass through small button holes at places where the pin usually enters, and button on the inside of the front of the collar. This allows of a very neat bow, which draws the collar together, obviating the use of a pin. It is also claimed as an advantage that this does away with the bulging of the collar in front, which is no noticeable in the ordinary soft collar when pinned. There have also been complaints that, in the new cutaway shapes, the points of the collar have a tendency to hang in an untidy manner. This also is overcome. It is also much higher than the average soft collar.

It has been observed that many good dressers continue to use the pin in soft collars. A new line of silk collars has just been put on the market, of a slightly cutaway shape, which are made to pin. It has a stiffened back, and is made in the following colors—white, ecru and light blue. This collar should retail for 35c, and costs the trade $2.25 per doz.



Some attractive, very highly mercerized Shirtings shown by Stanley & Bosworth of Toronto.

SHIRTINGS FOR 1916

It is freely spoken now that next Spring will see some brighter colorings in shirts, not only in patterns, but in the body, too. This is hinted at by our New York correspondent on another page in this issue. He says that he notices a sale counter chock-full of pale colorings, indicating that the big demand this Summer has been for pronounced colorings. For next year, it is said, we shall have a number of bright shades of green, mauve, blue and pink. Pink, while not a color that the average man can wear, is nevertheless very effective with a black crepe or knitted tie, and we should not be surprised to see a revival of this combination.

Stripes will still be the "big noise" and broad blacks the favorite: cluster blacks will have some run too.

From the States comes the prediction that colored corded linens will be in line for next Spring's best class custom shirt trade; bodies either plain white or corded madras, bosoms and cuffs of the colored corded linen. Embroidered effects are in the same category, jacquard work on madras and on silk-and-cotton.

With regard to shirts for evening wear, the subject was much discussed last year, though plain bosoms had the majority vote, and piques won out. For 1916 season we hear that fancy piques as stiff bosom effects for full dress this year, also pleated fancy piques if they can be had. The qualification refers, of course, to imported shirtings, the production of which is growing less month by month.

The new loose overcoat does not have the Raglan shoulders, and has a medium effect of looseness. There are patch pockets on the outside, and narrow sleeves with cuffs. The lapel is fairly wide, of soft roll shape. It is expected that quieter shades will be worn, and nothing fancy as was used in the Balmacaan last year.

SUITS & OVERCOATS

MEN'S Wear Review for the *nth* time has been proven to be among the prophets. What did we tell you about the double-breasted suits? Look up and down our city streets any day at all at present and you will see that a great many smartly dressed men are wearing double-breasted coats and vests, and these having edged in in the Summer will continue in the Fall to a very large extent. The more we talk to manufacturers the more sure we become that the double-breasted sack suit is going to have a big run in the months that are to come. Our Montreal correspondent bears this out in his notes on "The Eastern View of It," and so far as Ontario is concerned there is now no doubt about it. The double-breasted sack suit has come for Fall and may be counted upon to have a certain amount of business. Strangely enough, these are not for old men alone. The young men are taking them up too. At present there is a tendency to have the lapel wide, but whether this will continue into the Fall we would not like to say. If we may venture an opinion we do not think it will, because, as we have remarked before, the trend for the lapel for Fall wear is towards narrowness. The short and squat lapel had some run this Summer, but even at that it did not come up to manufacturers' expectation, because to be perfectly frank about it, it is ugly. The long, or at any rate the medium width lapel is the best. The lapel will be loose, and rolled, and where there will be three buttons the best style suit will button at the bottom two.

Double-Breasted Vest.

A new style of suit, or at any rate fairly new—for nothing is really new under the sun—is the ordinary sack coat with a double-breasted waistcoat. We reproduce an illustration of this in this department this month so the retail trade may have an idea just exactly what we are talking about. We understand that orders for this suit are fairly strong with more manufacturers than one. The waistcoat sweeps down in a long and graceful curve right across the front in double-breasted form, and for a certain style of man it is no doubt a very attractive vest. All men, however, could not wear it. Some models have flap pockets and some are made without. Those with the flaps are somewhat freakish to look at and have not gone very well in the States, we understand. However, that is no augury for Canada and they may have a big vogue in this country.

So far as the ordinary sack is concerned, the lapel will be fairly long and there will be several styles demanded so far as the bottom of the coat is concerned. This will not be cut away as much as it has been during the Summer; that is the conclusion we have come to after having heard many opinions. It will be more conservatively shaped and in many cases there will be a positively square cut at the bottom of the coat. In others, the coat will be just rounded off but will not be very much cut away. This is a point that has gained favor, we think, during the Summer, and will probably be carried on to the Fall and Winter.

Overcoat for Fall shown by McAlpine and Richardson of Toronto. The impressive feature about this coat is its roomy comfort. It is of conservative style.

There is some tendency to make the waistcoat narrower and a trifle longer. This is going back rather to the English way of looking at things and undoubtedly gives an air of precision and tallness which a short and very high waistcoat does not render. Many manufacturers seem to think that the vest will be cut a trifle narrower this Fall.

No Cuffs on Sleeves.

We doubt very much if there will be many cuffs seen on the coat. These have had their day and they may come in again some other time, but for Fall and Winter very few suits will have them. The cuffs on the pants are still going strong and despite our own predictions and those of others, we think all of us can only be partly right in this matter, because so many men have got used to the cuff on the pants and have proved its usefulness from the point of view of bad weather and they will not want to discard it. On the other hand, many suits are being made to hang perfectly straight, and though they do not fit so well, we think, over the shoe, still the pendulum is swinging the other way to a certain extent, and we have had the cuffs on the pants now for a long time.

A suit we saw the other day that rather attracted us was made with no less than four buttons, and although the lapel was fairly narrow, it was cut very high. This is not a suit for a young man, in the main, although this was a young man's model. But we are told that there has been some demand for this more conservatively cut suit and that it is quite possible within about a year or so that we shall have more suits cut with four buttons than are now cut with one or two. However, this is only a very advanced style indication and is not to be dependea

Fall model, double-breasted vest, wide notch collar, five buttons, V-shape, and four pockets on outside. Coat has one button, a chain button, which preserves the lapel; pockets are piped, have no flaps, and are slant. Sleeve has narrow cuff, with three buttons; has a long vent in back. Shown by Helleur, Gariepy and Broderick.

upon for Fall. We should not like to close our remarks so far as suits are concerned without mentioning the fact that the cutaway morning coat is now suffering at the hands of the frock coat. This really started in the States, but it has come to be more or less generic here, although, of course, men over here do not go in very much for formal clothes for business wear.

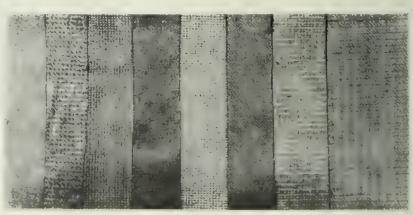
Enter the Frock Coat.

For those who depend a good deal upon the fashions as given to us in the States, we are saying therefore that the frock coat is now edging out the cut-away to a marked extent. The skirt of this new frock should be full draped and the waist well defined. The frock may not only be worn in the conventional black, but in darker shades of grey. The lapels are cut moderately and are silk faced. Either single or double-breasted waistcoats may accompany the frock: in view of the recent tendency, perhaps the double-breasted waistcoats are a little smarter. Nevertheless the low, single-breasted vest is also very popular. The morning coat is giving way to the frock to a very marked extent in the States and the smartly dressed man in Canada will no doubt follow this trend too. It is good to see the old frock coming back into its own to some degree again.

Now as to overcoats, in models shown to us so far, the tightly-fitting overcoat has the preference over the loose-fitting in about the proportion of 3 to 2; not more than that at present. It will be remembered by readers of this department that some time ago there was some colloquy in the trade, faithfully reported in The Review, as to which would have the preference. At that time orders were coming in to a greater extent for loose-fitting overcoats than for tight. This is being reversed now and the tight-fitting is getting more business than the loose-fitting, although the loose-fitting is getting a very good representation too. The influence of the Balmacaan is not yet finished by a long way. Loose-fitting coats for Fall, however, will be modifications of that once popular coat and will, we think, be not quite so negligee; they will be rather more precise, and while quite loose and comfortable, be cut on somewhat stricter and more conservative lines. The lapel will be a little higher than last year's loose coats were and not so far set back from the shoulder. The sleeves will be very long, of the kimona variety, and very roomy. The pockets will be of the horizontal style and will be rather deeper than before. One model that we have seen shows a pleat round the pocket which is very smart. This applies to the lapel too. Most of the loose-fitting coats will not have any velvet on the collar.

Urquhart Overcoating.

So far as tight-fitting coats are concerned we have not anything different to say from our last number. Many of these will have a belt fitting round a very tight waist and the lapel in some cases has a tendency towards an outward curve. This is a detail which is strange and which we think will not be very popular, but one or two manufacturers are urging it. Dark greys and some blues and dark mixtures of greens or checks are going to be popular and there is some talk about Urquhart overcoating. This ought to look well as a Winter overcoat, though there will be some attempt to re-introduce the slash pocket, but it will not have as big vogue as the horizontal. On the tight-fitting coats the velvet collar will be seen to a very large extent. The skirt will be tighter and not quite so full as we have noted before. There will be an outside breast pocket on some, though not on others.



(1) *A grey twill, which is very fashionable, and is selling fast.* (2) *Grey mixture and check; also in brown mixture.* (3) *Small pick and peck.* (4) *A 20 oz. grey twill, very fashionable.* (5) *Small grey check in Saxony finish. One of the biggest sellers of the season; also in brown and mixed colors.* (6) *Striped worsted in grey, blue and black, with white stripe.* (7) *Very pretty design in lighter and darker grey, in striped effects and check.* (8) *Something similar to* (7) *in plain stripe instead of woven stripes. Shown by Greenshields & Co., Montreal.*

KNITTED GOODS

HOW ARE YOU FIXED ?

"Haberdashers will have to pay through the nose if they have not placed their orders yet," said the manager of a big wholesale house, "especially goods in which there is wool, such as cashmere half-hose, and all that class of goods. The whole truth of the matter is, English manufacturers are not delivering the goods. They are not doing this purposely; they can't get the dye-stuff. They are booking orders, but only conditionally.

"Canadian manufacturers are taking orders, but they are as badly off, if not worse off, than across the water, as they depend on English spinners to get them the yarns.

"You might give the retailer a tip to come to the market and pick up stock lots, because no matter how willing one is to take their orders, no wholesaler can absolutely guarantee to deliver on time. It's up to the retailer to go through his stock, find out what he requires, and if necessary, go to the market himself."

The fact of the war will mean that for Fall and Winter and next Spring wear colors in hosiery will be rather dark. The popular leader will be clerical grey. We show two samples on this page of this color, one with a clock and one without a clock. It is a color that anybody can wear and will give that right touch of smartness which is supposed to be characteristic and necessary to clothes at this time, and which could not be attained otherwise than by grey or possibly black.

It is said that these clocks would be much more popular were it not for the fact that they are fairly high priced in the country. In England a great many people are found with clocks on their socks, but here they are unable to get them in most cases, because it is said to be expensive to put them on. Nevertheless, some firms in the country are doing it and doing it well.

Clerical grey hose for Fall will be strong. Here are some, clocked and without clock, shown by Mercury Mills, Ltd.

Two pieces of underwear shown by Mercury Mills, Ltd., of Hamilton. On the left an example of natural wool underwear for Fall wear and, right, a light-weight combination garment of high quality.

There will be very little colored hosiery shown for Fall and Winter wear, either thin or thick stuff. Cashmere will be for the most part black or clerical grey.

Thin Stuff All Year.

With regard to underwear, the tendency more and more is to wear thin stuff all the year round, and on this page we reproduce an illustration of some hosiery shown by one firm in Canada which is a high quality in a fairly cheap line. This is a combination suit of light-weight wool, and we must say that the coloring in this garment is such as to indicate very high quality. With regard to heavier stuff, the natural wool is still being sold to a large extent.

HATS and CAPS

THERE is, at this writing, little new to say with regard to shapes in soft hats for Fall wear. Manufacturers, so far, are carrying samples which seem to approximate pretty well those in vogue during Spring of this year, so far as shapes go, although other details, such as color, band, etc., may be different. It is said that we shall have a strong season in fedora shapes. This hat is, possibly, the most generally suited. Any man can wear a fedora, whereas telescope and taper brims are not so universal in their suitability. Fedoras are to go well this year, and judging by reports which such manufacturers as have their travellers on the road have received, there has been heavier buying of fedoras for Fall and Winter wear than of any other line. Crowns will be a trifle higher this season. The bow will be almost exclusively at the side. Back bows are a thing of the past. The fashion is too Teutonic to find any acceptance in a British country, although, had the war not intervened, the back bow would have been running yet, we think, for it certainly was a smart finish to a hat. American hatters are selling some this year.

The three-quarter bow was always regarded as a freakish touch, and it, too, has been relegated to the limbo of things forgotten for next Fall and Winter wear. Bows on fedoras will be almost exclusively at the side. Brims will be slightly curled. The flat brim will not be seen, but on the other hand, manufacturers are not going to the other extreme.

A Novelty in Tweed.

There is something new this year in a fedora-shape in black and white check design in a tweed. Tweed is, possibly, the most serviceable of all materials for indifferent and bad weather, and it is good to see that manufacturers are turning out a serviceable albeit a smart-looking hat this year. Incidentally, the tweed hat is another evidence of our Anglicism in dress. It came, originally, from England, and has great popularity over here. Checks will be of different patterns: large, medium and small. Bands will be self-style: fastening in an attractive bow at the side. These hats are such that they can be worn in any shape; they look just as smart if they are worn "anyhow"—to use an adjectival colloquialism.

With regard to other styles in soft hats, taper crowns will get the business this year rather than the regular up-and-down telescope shape. There is not much change from last year in this regard. Crowns are about the same in height, and brims may be curled or, in some cases, pencil-style. Flat brims will not find much acceptance for Fall and Winter wear.

Now as to color. The outstanding shade, at this writing, seems to be grey—steel grey—with a band of either self-color or black, preferably the latter. There were some of these, chiefly from the States, seen last Spring but they were not generic. This Fall steel grey is *the* shade. This will harmonize very well with the tendencies in suits (see our "Suits and Overcoats" Department), and also with the clerical grey shade which hosiery will take on for Fall and Winter wear. It looks as if we are going to have a grey year, beginning the end of 1915. The war, doubtless is partially responsible for this.

Dark grey—then—with black trimmings will be the "big noise" for Fall.

In addition, navy blue looks as if it will make a hit. Several manufacturers are banking on it to bring results. This will have representation for the most part, in telescope and taper crowns rather than in fedoras, although we may see some of the latter in navy blue too.

Something New.

The only new thing, just about, in stiff hats for Fall wear is the pencil brim on a taper crown. We shall illustrate this in a future issue. Manufacturers declare that orders are coming in in rare shape for this style of hat and, at this writing, it is the only thing which may be looked upon as at all freakish for Fall wear. Crowns will be fairly high: they will tape, in the case of this pencil, brim, although, of course, we shall see a number of conservatively-shaped derbies, too, as in every year. We reproduce some English styles on this page.

Two Modish Hats Shown by Annesley, Dineen & Co., Toronto.

"313 WAYS TO RUN A BUSINESS"

Manager of Montreal Store Has a Different System Every Day—Finds This Gets the Business—Laying in Wait for the Movie Crowds—A Universal Appeal.

Special to Men's Wear Review by B. W. Charles.

S. MELTZER says, he has a way of running his business different every day.

"So," said I, "if I come in here to-morrow, I shall find the wheels running the other way."

He smiled sympathetically.

"No, I don't think *you* would notice any change, but I would, and it would be noticed in the cash register."

I pressed him to give me a few details, an explanation, even one example of how he ran his store differently every day, but he wouldn't—said he wouldn't tell me for $100,000. He tried to run his business, he said, so that no successor could run the business on the same lines.

Meltzer was appointed manager of R. J. Tooke's store on St. James Street, Montreal, when it was on the decline. He arrested the decline and put it on a paying basis. Some time ago, he was sent as manager to the St. Catherine St. store. There were those who predicted that his name would ruin the business. It didn't. In fact, his sales on the two days previous to Dominion Day were just about double the sales of the corresponding two days of 1914—and that with a war on.

When he took charge, he *took charge*. I mean by that, there was no petty interfering on the part of directors. This was insisted upon at the outset. Now, when a man who has bought a tie, finds it unsatisfactory, he is given a brand new one, or his money back. He is not told: "Well, that's too bad, I'll have to see what the board of directors have to say." No, he gets back his two bits, or four bits, or whatever it may be, as quickly, and as courteously as it was taken. These exchanges do not exceed a dollar a month, and it's twenty dollars' worth per annum of advertising of the store's square dealing.

One would gather thus far that this man Meltzer is a self-willed sort of person, who does not give a hoot for anybody. In conversation with him, he told me that the idea occurred to him that business was available on St. Catherine Street at nine o'clock at night. He figured that many men, and women too, went home hurriedly at six, had supper, went to the pictures, and were then—at nine o'clock—susceptible to haberdashery. So, of late, Tooke's St. James Street store has been opened on Monday and Tuesday and Friday and Saturday until nine o'clock. It

Roomy Interior of the R. J. Tooke Store in Montreal.

has been found that more business is done between eight and nine than between six and eight, in fact this is the busiest hour of the day. On the night before Dominion Day, the lights were gleaming until ten, and the cash register indicated that they were not gleaming for nothing.

"Where is this extra business coming from?" I asked. "Don't the other stores open at these hours?"

"Search me," said Meltzer. "I don't worry my head about what the other haberdashers are doing."

Looking around the store, I tried to discover a trace of this daily evolution of which he had spoken. The showcases, five of them, were packed to the eyes with shirts, cheap shirts, silk shirts, mercerized shirts, outing shirts, negligee shirts, khaki shirts.

"Yes, if a man wants a shirt," said the manager," it's there, any kind he wants." He grasped a necktie on a rack, imitating a customer, running the silk through his fingers. Then his eye caught sight of a shirt in the case underneath his hand.

"What's the price of that?" he asked. "You see, it's right there ready for the susceptible customer."

In the aisle were several tables, one containing pyjamas, and another hosiery. "I make it a point to have a special on these tables, keeping the regular price as small as possible, and the sale price large." He added some figures to give me an idea of the way these specials moved. I forget the exact number, but it impressed me with the fact a great many Montrealers must sleep in Tooke's pyjamas at night.

It is often held that a store cannot cater to a high class and a cheap trade at once. R. J. Tooke, through the abovementioned manager, is doing or trying to do this. Perhaps instead of saying "cheap," I should have said "popular" trade. St. Catherine street is the greatest thoroughfare in Canada for popular trade, and I have an idea Meltzer is trying to reach this clientele more than his predecessors did. His windows give that impression. While a portion of them are dressed to appeal to the upper ten, there is a marked tendency to display goods that will arrest the $15-a-week-man, reminding him of his haberdashery shortcomings.

During my short visit to the store, Meltzer took me outside to see a hosiery window which had been given three days to sink deep into the minds and hearts of Dominion Day excursionists. In three days it bore abundant fruit. There was nothing fancy—simply a pyramid of sock boxes, albeit arranged with consummate neatness.

The impression must not be formed that R. J. Tooke's St. Catherine Street store is developing into a clearing house for jobs. It has always been renowned for good taste, evidence of which is seen in the high-class patronage it enjoys. This is nurtured by an endeavor to carry lines which, while being reasonable, are exclusive. I saw some neckwear which Meltzer assured me could not be duplicated in Canada—the kind of stuff which has lots of snap, yet is within reach of the office clerk who wants to be right up to the minute.

S. Meltzer is only a young man. He works hard, and he wants his clerks to work with him. When they do, he sees that they lose nothing by attention to business.

PALM BEACH SUITS SELLING WELL.

A good business is being done in Palm Beach suits this Summer, retailing for about $10, costing the dealer in the neighborhood of $6.50 to $7. These will wash like a handkerchief, and the sack only weighs two or three ounces. There are six or seven shades, including Palm Beach color, pencil stripes of blue and white, and cream with blue stripe, with pearl buttons to match.

EASTERN VIEW OF CLOTHING

By Resident Staff Correspondent.

THERE is no let-up in the situation as regards men's suitings for Fall and Spring. Fortunate it is that the demand for blue serges will die off. Perhaps the fact that no confidence can be placed in the average blue serge is responsible for the public turning against them.

Already, Montreal stores are displaying cards in their windows announcing that greys are the coming thing, which will help to set the public right in their tastes. Grey is the predominating color for both suitings and overcoats. Grey, black and blue will all be good, but as stated, there will be a tendency away from blue except in the case of expensive goods on account of the poor coloring in the cheaper grades. The biggest seller for Fall suitings is a grey twill worsted, in 20-oz. stuff.

While blue serges will be quiet except for special occasions, Irish blue serges with cheviot effect will be fairly strong. On the other hand, it is understood that for ladies' suitings, serges are showing up quite well, but fear of dyes is putting a damper on sales.

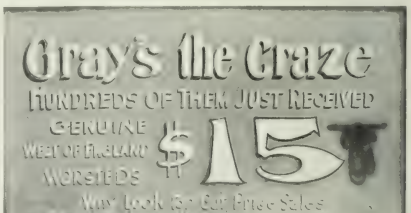
Vicunas and cheviots are becoming very strong for Winter, and the most noticeable thing in overcoating is a demand for frieze effects. Frieze will be strong. People are getting tired of nappy effects, and are turning attention more towards frise effects.

Mixture tweeds are in big demand—Scottish and Irish tweeds. A feature of the trade is that retailers are buying heavily for Spring, apparently having a fear that supplies will be short, and prices higher by then. For Spring, it is anticipated that greys in tweed and worsteds will be good. Whitneys are also strong in men's overcoatings, in blue, grey and black.

IN ENGLAND NOW they have a new window dressing device which looks good. These things are described as dressing papers, and in every trade they are all the go. The paper is about 22 inches wide and is supplied in rolls of 12 feet. It is a white paper of moderate width printed with a black pattern—stripes, checker-board, squares or otherwise—and is used for backings and floorings of windows. The clean, smart paper—cheap enough to be renewed the moment it is done with—and the neutral effect permitting any color combination that may be desired, is found helpful in many trades.

* * *

FEW MEN ON THIS side of the line have gone in for the brown and white combination in shoes for Summer. The States are very fond of these. Most styles have the toe and heel in brown leather and the rest of the shoe in white. Brogue effects look well in this class of shoe.



Attractive Show Card used by a Montreal retailer.

Don't Stay Wedded to that old Felt Hat!

It's time now for a Straw Hat if you mean to feel comfortable and look up-to-date.

We "plunged" this season on Straws, and bought at very low prices. That's why we are able to give values that are getting the "Lyons' share" of St. Catharines' Straw Hat Business.

$1.50, $2, $2.50, and $3

At every price a big range of snappy new styles. Just received a new line of EXTRA SPECIAL HATS at **2.00** —all styles, in Sennits and Split Braids, at.....

Summer Furnishings of All Kinds

Bathing Suits	75c up	Invisible Braces	50c
Sport Shirts, $1.00 and $1.50		Athletic Combination Underwear	$1.00 and $1.50
Reversible Collar Shirts in	75c to $1.00	Shirts and Drawers, and	50c
Belts	50c, 75c and $1.00		75c

Complete assortments and Special Values.

We want YOU to Test Lyons' Clothes QUALITY --Will You?

Lyons' Style shows for itself. Men appreciate it at sight.

They say "good looks is only skin deep," but in Clothes good looks that are going to continue to look good have to be much more than "skin deep."

This is the QUALITY in Lyons' Clothes that we want you to test—at our risk! For we guarantee you satisfaction, and that guarantee means just what it says.

TEST A $20.00 SUIT

The largest choice of fittings we have ever had the pl... for pleasure in any choice

TEST A

If you the entire ultra

Order now a...

Satisf... Ly...

So... usual ...ches... ...ive Ly...

The Ut...

And assortm... are in every way w... Stocks. Your size in h... from us if...

Lyons TAILORING CO.

94-94½ St. Paul

STRAWS

For the Races

The races at Connaught Park open to-day, and you will see there all the newest styles of Straw Sailors. Many young men are picking out their new dips here so they will have the smartest hats on the lawns.

Ivy Ben Ton Sweats

Are sure winners. They are the sweat bands that make the perfect fitting straw sailors possible. Once you have worn one of these hats you will agree that they lead all others in comfort. They are the sailors that stay on. In all the newest shapes at

$1.50 UP TO **$3.00**

PANAMA HATS—All the latest shapes, including the new drop crowns. Prices $5 to $7.50.

...ure and get Automobile Coupons. Only a ... the great contest left.

Macs, Ltd.

Comparatively Speaking—

¶ We never state comparative prices for Hobberlin tailored clothes—**There are none.**

¶ Whatever the merit of Hobberlin tailored clothes, price is not the only basis of their superiority.

¶ A Hobberlin tailored suit at $25 is not as good as garments of other makes at $30—**it is better.**

¶ Better, mind you, not necessarily **(yet often)**, in respect of such considerations as fabrics.

¶ But better in respect of the most vital of all considerations—**the consideration of style and the high quality of workmanship.**

¶ And being better in style, better in workmanship, and no more in price, it follows that they are more economical in the final analysis.

¶ For **4 days** we offer 158 hand-tailored suits (ready-for-service, fitted and finished in a few hours) that have sold regularly for $30, $28 and $25, at

$19.50

Story & Story

"The House of Hobberlin"

350 Portage Avenue

Young Men and Men Who Stay Young

THE BIG STORE

No matter how old you are or how young as you feel. Nothing will help to create that feeling more than the knowledge that you are properly dressed.

Try one of our SUITS, see how much it will help.

Hundreds of patterns of the most approved fabrics, correctly tailored to the most refined models.

Priced from $15.00 to $25.00

Rutledge & Jackson Ltd.

THE BIG STORE ON VICTORIA AVENUE

Kerracher, Wanless

Mid-Month

"The Store for the Workingman."

PAY-DAY SALE

...third in our series. Greater and Bigger Values than ever. Tuesday morning sharp at 8 o'clock, the doors swing open. Be on hand early to select the best. Again we have visited the leading manufacturers and have ...cured many of the finest and best lines of Summer Goods at prices that warrant your purchasing the whole of your warm weather needfuls. Three days only, Tuesday, Wednesday and Thursday.

...much. ...white grounds ...crawler pat... ...ish ...ric... ...Day ...ecial ...

13c

Sample Lot Men's

Regatta Shirts

Regular $1.25 and $1.50 Values.

Light grounds with fancy and plain colored stripes. Neat patterns in French Percales, English Prints, Madras, etc. All sizes, good fitting. Some have soft collars. Extra Special Value for the Pay Day Sale Tuesday, at 2 for $1, or each

35c

Special Consignment

Outing Pants

Regular $1.50 Values

White Duck, with turn-up cuff. Fit boating, golf, cricket or tennis. Strongly stitched and well made. Will wash and keep all shape. Pay Day Sale Special Tuesday

$1.15

500 Very Finest ...

Lisle Sox

Silk Finished Lisle, Plain Gray, Fleck, Cardinal, Blue or Natural. Also Black with fancy striped and dots. Pay Day Sale Special Tuesday

12c½

1,500 Men's Soft

Collars

Reg. 15c and 20c Each. All new shapes. White Tan and Cream. Clear but ... Pay Day Sale Special Tues... day hour for

25c

250 Pairs Men's

Silk Hose

Reg. 50c Lines. Seconds of fast black, seamless, spliced heels and toes ... Pay Day Sale Special

25c

500 Garments Men's

Balbriggan

Reg. 50c a Garment. Men's Two Thread Balbriggan Underwear, strips with pearl buttons. Pay Day Sale Special Tuesday

25c

Men's Shirts

Reg. $1.50 to $2.50 Each. High Grade American Percales, wide and narrow stripes. Soft cuffs. Latest coat styles. All sizes. Pay Day Special

98c

500 Extra Value Boys' **Shirts**

Sizes 12½ to 14. Dark grounds with neat, small stripes. Pay Day Sale Special, Tuesday

25c

Work Shirts

Reg. 75c and $1.00 Each. A huge range. Chambrays, Sateens, Drills. Dark and Medium Stripes and Plain. Pay Day Sale Special Tuesday

49c

Straw Hats

Reg. $1.50 to $2.50 Each. Odds and Ends of lines, broken sizes, etc. Not all sizes in all shapes. All new shapes with the high crowns. Pay Day Sale Special

$1

Oxfords

White Canvas with rubber soles. Special for bowling, etc. All sizes. Pay Day Sale Special Tues...

$1.19

200 Pairs Boys'

Boots

Reg. $1.50 a Pair. Pay Day Sale Special Tues...

$1.15

Men's High Grade

Boots

Reg. $4 to $6 a Pair. Pay Day Sale Special Tues...

$2.98

RIDEAU and SUSSEX STREETS

Hundreds of Bargains Not Mentioned in This List. Come to Our Store

Hot Weather Suits In Smart Styles

When you go on your holidays you want one real hang-up suit, a suit that in whatever company you may find yourself you will be at ease.

When you wear one of our Made-to-Order Suits you are conf...ent that you are as well dressed as any man in the party. Everywhere the smooth fitting, up-to-date clothes from The 2 Macs are admired.

For real good clothes they are the most economical you can buy.

Prices $20 and upwards.

The 2 Macs, Limited

The Store Where the Styles Come From.

Some attractive ads used by retailers recently, as aids to business getting. These are culled from all sorts of places, and show the initiative displayed by men's wear men in getting after trade.

THROUGH OTHER SPECTACLES

Making Permanent Customers.

(From "Clothier and Furnisher," New York.)

A merchant was asked what endeavor he made to reach out after new trade for his store. His answer is illuminating as a revelation of his entire policy.

"None whatever," he responded. "I concentrate all my attention on keeping the customers who already trade with me. I can always count on ten or twenty total strangers to drop into my store each day. My method of following them up will make permanent customers of twelve or fourteen of them—or for the length of time they remain in this city. When a man is once a permanent customer I do everything in my power to see that he is never weaned away. This gives me a natural and steady growth which is building my business faster than that of anyone else in town. If I advertised broadly and indiscriminately and made no endeavor to bring the customer back after he has traded with me a first time, I should never know where I stood. Trade is fickle; and if it is to be held, it must be held by some definite means. If you can once devise a method of holding the trade that is already started toward you, you will never need to worry about the balance being on the right side of the ledger at the end of the year."

* * *

The Best Advertisement.

("Men's Wear," New York.)

A man walked into Lambert's men's wear store, on Courtland street, New York, the other day, and said to a clerk, "I bought this suit here some time ago, and just see how the trousers have sagged just below the waistline. I have no particular 'kick' because I didn't pay much for the suit."

"It doesn't matter what you paid," said the salesman, "it isn't the policy of this firm to sell disappointments." He called the manager. Said the manager: "Bring the suit in and we will fix everything to suit you." Then he handed to the customer a ticket good for fifty "shines" and sent him away satisfied of having received a "square deal."

The moral is so plain it doesn't have to be pointed out. Lambert didn't tell of this incident. The man who received the "square deal" told it, and will continue telling it. The best advertising is a satisfied customer.

* * *

Sane Dress for Summer.

(From "The Haberdasher," New York.)

The agitation for sane dress for men in Summer is producing results that bid fair to have a momentous influence upon the clothing and haberdashery trades. The men of the country are now, at the end of June, with visions of the scorching days to come, just beginning to realize that they are to be emancipated from the gloomily dark and intolerably heavy clothes that slavery to custom has had them chained to for many years. The line of talk that has been dispensed by the few who have already shaken off the fetters of convention is enough to make a sensible fellow's heart jump with joy. For after all, you know, the fact is that we really hadn't the nerve to do the thing we knew beyond any question was the rational thing to do. We just went on and sweltered, made feeble excuses when chided for our stubbornness or lack of will power by our friends of peekaboo fame, and occasionally in the privacy of home or office looked carefully about to see if any one was wise, and guiltily slipped off coat and waistcoat.

Of course, to the merchant the happiest view of the situation is that which has to do with the total on the cash register, which will be affected favorably not only because of the new introductions due to the change, but also because it will mean eventually a distinctive line of clothes for Summer, something that has not been deemed necessary, however desirable, heretofore. However, there is another phase to the matter. A clothier or a haberdasher ought to be able to get his enthusiasm up to a high pitch when he has a lot of things that are not only new in material and construction, but also just what men have been longing for and rarely found.

* * *

An Animated Market.

("Yorkshire (Eng.) Post")

There is much animation in the yarn market, and the whole of the extended output is absorbed as fast as it is available. Spinners occupy a commanding position, and still higher quotations are insisted upon for all new contracts, with warnings that further advances are probable in the near future. Even at the enhanced rates spinners decline to guarantee deliveries for any specific quantities for any period of time. In all contracts there are precautionary qualifications of the ordinary conditions sufficiently wide to cover all risk of liability in the event of any curtailment of their output by reason of emergencies beyond their control. The demand for high-class yarns for the general trade is active. In the hosiery industry the output is in excess of anything regarded as possible, but all the same new machinery is being laid down as rapidly as possible, so as to meet the ever-growing requirements of the British army and navy and the armies of our allies. Heavy orders are on hand in every department, and the pressure increases in intensity. The wholesale clothing trade is very brisk, with the output at the day and night maximum. The demand is active for elastic web fabrics, and vast quantities of knitted belting are being produced for military purposes.

The recent fire at the plant of the Thomson Knitting Company, Dundas Street, London, Ont., did extensive damage. The building was filled with new yarn, the company having large advance orders, and the fire originated in the stock in the basement. The interior was entirely gutted, the machinery from the upper floors crashing to the bottom, though no firemen were hurt. The company employs about 30, and the head of it, Mr. Warren Thomson, resides in Toronto. The loss will reach about $20,000, largely covered by insurance.

Good Ad Copy for Men's Wear Stores

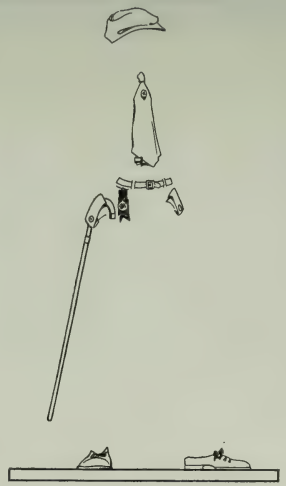
Here are three advertisements drawn up by an advertising writer for Men's Wear Review that should prove helpful for the summer campaign. Each is intended for single column, 7 inches—an appropriate size and shape for men's wear copy. Follow style of these suggestions in setting. For your convenience the illustration cuts may be purchased through Men's Wear Review at the price of 50 cents each, postpaid. Cash must accompany order.

Sox—

from plain black lisle to the fanciest silk, from the ordinary cashmere to the finest merinos—sox of every kind to please the fancy and feet of every man and to suit his pocket.

Better let us send up a dozen assorted—step in to-day and select from our immense range. Be sure to see our —
(Descriptions and price)

(Firm name and address)



Big Little Things

—it's the little things that make or mar a man's dress—that dub him either a "sloppy" or a smart dresser.

Little Things Counts

—and it's these little things that we are most particular about when helping a man select his summer outfit—the proper hat or cap, the correct cravat and scarf pin with cuff links to match, the belt and watch fob, cane and footwear, in fact all the accessories that go to make up the particular man's outfit.

See our attractive case trim to-day—just inside the entrance.

(Firm name and address)

"Huh! Guess this looks like a new 'lid'."

"Let's see, I believe I saw a window of straws down the street. What was on that showcard? Oh Yes! I remember — *Clearing out our straw hats at half price.*

"Guess I'll drop in and get one while the assortment is good."

Yes, Mr. Summer Man, we are clearing out our straws at half price—all the latest styles in shape and weave. How about that other hat to replace the soiled one?

Remember the place.

(Firm name and address)

Putting On the Clock One Hour in Canada

Smith's Falls Merchant Enlisting Support of Boards of Trade for a General Movement —Almost Unanimous Support—Better for Health and Financial Reasons.

Special to The Review by a traveling staff writer.

"JUST put on the clock one hour some night when people are asleep and when they wake up they won't know the difference."

These words were used by one of the heroes of the Great War, Col. Hart-McHarg, who lately met his death, in urging "Daylight Service" before his colleagues of the Board of Trade in Vancouver. Regina and Weyburn, both in Saskatchewan, have led the way in getting up an hour earlier in Summer and playing that it is the same hour they have been used to from childhood. Regina tried it last year and adopted it again this Spring as a matter of course: Weyburn likes the idea so well that it has carried into effect the going-to-bed-earlier scheme from January to December.

Before Associated Boards of Trade.

There have been one or two attempts in Canada elsewhere, for instance in Orillia, Ont., but the confusion that will result naturally when there is no uniform time in force in all adjoining municipalities usually would militate against a successful operation. Undeterred by this, Woodstock is now trying the experiment. It is sought, however, to obviate this weakness by a movement among the Associated Boards of Trade of Ontario to have the "Daylight Saving" adopted over the whole province for six months of the year, April to September inclusive. This would mean that where business began at eight o'clock now it would start at seven o'clock in reality, although the clock still would register eight o'clock; the hands would have been moved on one hour. The general arguments in favor of the innovation are fairly obvious; that one hour of extra sunshine in the morning is preferable to working one hour later at night; that games could be played in the evening; that the cost of one hour a day of artificial light would be saved, etc. The only serious objection raised is that a confusion with Standard time and railway time tables would be the inevitable result.

Smith's Falls Merchants Backing It.

There is one energetic dry goods merchant in the person of Mr. A. B. Scott of Smith's Falls who is working at converting even railway time by a universal statute to cover Canada. Mr. Scott, who was president of the local Board of Trade the last two years, first armed himself with a unanimous resolution from his Board and has since during May and June, had his resolution brought before a large number of Boards in Canada. The reception has been overwhelmingly in its favor, from St. John, N.B., to Vancouver. In October the Associated Boards will consider it in convention, when another dry goods merchant, Mr. H. W. Newman, of Newman & Shaw, Kingston—who, starting in a comparatively small way in business have made a notable success—will second the resolution. It is Mr. Newman's suggestion that municipal councils be asked to lend their co-operation. Mr. Scott has kindly furnished Men's Wear Review with copies of the communications from various Boards of Trade, and the substance of these is given below.

Before going on to these, however, a reference should be made to a bill introduced by Mr. E. N. Lewis at Ottawa a few years ago which passed a special committee but did not advance through Parliament for various reasons. The objects of the bill as set forth were:

Mr. A. B. SCOTT,

Smith's Falls merchant, and late president of the Board of Trade, who is directing a vigorous campaign for daylight saving.

"To promote the greater use of daylight for industrial and recreative purposes of all kinds;

"To benefit the physique, general health and welfare of all classes of the community;

"To reduce industrial, commercial and domestic expenditure on artificial light."

The working out of the bill excluded the Yukon Territory and provided as follows for the rest of Canada:

"From and after two o'clock in the morning of the first Sunday of April in each year until two o'clock in the morning of the first Sunday of November in each year the standard time shall be one hour in advance of the standard time now in use."

This bill received the support of a large number of Boards of Trade.

A 20-minute Form in England.

The Daylight Saving Proposition was brought forward in England, in the form of a measure to make a change of 80 minutes gradually, 20 minutes a month for April, May, June and July, giving a total of 210 hours extra daylight in one year. The smaller period was chosen so as to

conflict less with railway time. It was pointed out that watches are changed daily in crossing the ocean, and even in going over to Ireland.

The following are the Canadian reports:

Regina Fully Satisfied.

The Regina Board of Trade wrote stating that the resolution submitted by Mr. Scott had been discussed at a meeting of the full Board and the secretary was instructed to advise him that a similar by-law had been adopted a year ago last January, advancing the time one hour, commencing with the first Sunday in April and reverting to the old time on the first Sunday in November. The by-law makes provision that automatically the time changes every year. The secretary went on to say: "Our citizens are so well satisfied with the change that it would be impossible to get a sufficient vote to rescind the by-law. We believe that possibly there is a greater advantage in advancing the time one hour in the West than in Ontario, as we have much more daylight during the summer months.

"We are in receipt of communications from every other city in central Western Canada for information on this subject, which goes to show that these cities are all now considering the change. Whether it will be adopted generally or not we are unable to say, but have reason to believe that in most cases it will.

Co-operation of All.

"May we say that the by-law was adopted in our city after having the assurance that all public places, Government offices, Land Titles Office, Court House, Post Office, banks and every other public institution agreed to be governed by the time, excepting the railway companies. The fact that the railway time is one hour later than the city does create a little confusion with travellers and those who come into town to do business. It takes some time to adapt themselves to the fact that city time and railway time are not the same. Should your resolution succeed it will have the effect of advancing railway time to correspond with ours."

Weyburn Has It All the Year

From Weyburn, Sask., Board of Trade, Mr. Scott received a letter stating that the daylight saving arrangement was adopted last year through a by-law on petition of the ratepayers, but it came into effect as a permanent measure covering the whole year. The secretary says: "The innovation has been found to be a distinct success in all respects. We hold that the adoption of permanent fast time is preferable to the system used in the majority of cases where the clock is fast in the Spring and put back in the Fall, as it is far less confusing to the travelling public."

The Hamilton, Ont., Board reported that the resolution had been referred to a special committee to make investigation as to the advisability of the suggested change. They added: "The council of our Board is in sympathy with the movement provided it is adhered to generally throughout the province."

Montreal Wants Labor's View.

From Montreal the secretary wrote stating that in 1909 when a Daylight Saving Bill was before Parliament the Council of the Board approved of same providing the railway companies endorsed it. The present council expressed the opinion that this movement more particularly concerns the laboring classes, and that it is desirable before further advocating the movement that some expression of opinion thereon should be obtained from the labor organizations.

New Brunswick Boards will take the matter up at the earliest opportunity.

In Sarnia the question came before the council of the Board, but the members were rather unsettled and will look into the question further. The difficulty regarding Sarnia and a few other places on the border is dealt with as follows: "Were we to adopt this standard without the States also adopting it, there would be two hours difference in our time so that you will appreciate some of the difficulties of a city on the boundary."

The London Board write that they were unanimously in favor of the proposal and had already placed themselves on record to that effect. They declared they would support the resolution before the meeting of the Associated Boards of Trade.

Particular interest centres in the report of the Vancouver Board of Trade. A resolution in favor of daylight saving was brought before the Board by Colonel Hart-McHarg, who some time afterwards was killed at the battle of Ypres. A resolution of the Board states that they were in favor of an act being passed by the Legislature of British Columbia advancing standard time in the Province one hour from the first Sunday in April to the third Sunday in October. The resolution in support of this contained the following argument in part: "It is proposed to advance time during the Summer months one hour, so that instead of sleeping away several hours of the daylight in the morning and spending a large portion of the leisure hours at night when it is dark, more of the daylight in this event may be enjoyed. This would be, it is believed, conducive to more outdoor recreation, it would be advantageous from an economical standpoint, and is entirely practical in so far as it would affect the industrial sphere of the Province.

A letter from the Toronto General Trusts Corporation expressed support of the measure and the hope that the Ontario Associated Boards of Trade would take strong action to have the law passed.

Trouble With Port Arthur.

The Fort William Board of Trade replied that they had some difficulty at present through being one hour different from their sister city of Port Arthur. On that account they did not feel like taking any action now on such a measure.

The Orangeville Board of Trade wrote that they were in accord with the Smith's Falls Board in this matter.

Light at 10.30 P.M. Anyway in Edmonton.

The only straight opposing view was from Edmonton Board of Trade in which they decided against the resolution. The secretary wrote: "A factor in this decision may have been that standard time now in use here is 34 minutes ahead of the sun at this longitude. In consequence of this and also the fact that at this latitude the days are very long in Summer, people who have to get up fairly early in the morning now go to bed by daylight in midsummer. Excepting in cloudy weather it is by no means dark here at 10.30 at the end of June."

The Saskatoon Board of Trade, while favoring the measure, stated that some people who could not get their children to bed at a proper time of night had flooded the newspapers with letters and the plans had been shelved for the time being.

The Paris Board of Trade passed a resolution favoring the resolution.

One of the largest fruit growers in Ontario, writing from Grimsby, stated as follows: "We note with satisfaction that Smith's Falls merchants are wide awake to the importance of more daylight for the Summer season. We would be glad to see this put into universal use; it would help us greatly here." The matter will come up before the Association.

The Men's Wear Review Chart of Correct Dress for all Occasions.

DAY WEAR.

OCCASION.	COAT	WAISTCOAT	TROUSERS	HAT	SHIRT AND CUFFS	COLLAR	TIE	GLOVES	HOSE	BOOTS AND SHOES	OVER-COAT	ET CETRAS
BUSINESS, LOUNGE AND MORNING WEAR	Single or double-breasted jacket or cut-away plain or braided	To match coat, or of fancy fabric cut medium or else double-breasted with long roll.	Like jacket or in case of cut-away coat, striped grey	Straw or Panama or Silk	White or colored negligee; plain or pleated	White wing or double fold	Four-in-hand Ascot, or bat-wing	Yellow, grey or chamois or red or tan kid	Cotton, lisle or silk, black or subdued colors	Black or brown, high or low, plain or fancy uppers, black low patents with white or light spats	Chesterfield loose or form-fitting; grey or black or cravenette	Single pearl, gold or jeweled links, gold chain, light weight cane.
MOTORING, GOLF, GENERAL SPORTING, COUNTRY	Norfolk or jacket in grey, green or brown tweed	To match coat or fancy fabric.	Same as suit or flannel; knicker-bockers with strap and buckle, knicker-bocker breeches	Cloth, felt, Alpine cap	Negligee: soft cuffs.	Soft, cutaway, or fastened or kerchief	Four-in-hand, or sailors knot or stock	Yellow chamois or special sporting	Wool stockings plain or fancy tops or puttees	Brown low brogues or boots, leggings	Raglan loose-fitting or cape or Burberry	Plain gold bar pin
WEDDING, MATINEE, CALLS, RECEPTIONS AND GENERAL AFTERNOON WEAR	Cut-away or frock, s. or d., breasted, black or grey, braided or plain.	Same as coat, s. or d. breasted, medium or fancy double breasted low	To match coat or grey striped worsted	High silk	Stiff or pleated white: Stiff cuffs: Plain or fancy	Wing or poke	Ascot or four-in-hand to match gloves	Buck, tan or white, or pearl grey suede or chamois	Black or dark colored silk, plain	Patent leather or dull calf (black) lace: plain tops	Frock, s.b. or black Chesterfield	Pearl or opal or diamond pin; gold chain: plain gold links

EVENING WEAR.

EVENING, WEDDING, BALL, THEATRE, FORMAL OCCASIONS.	Evening tail coat, facings of satin.	White s. or d.b. of pique or linen, black or grey fancy silk	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, two studs showing	Poke or wing	Butterfly, with round or straight ends, plain white or small pique pattern	Plain white glace kid or white suede white cape for theatre	Black, grey or deep blue silk or other subdued color	Patent leather ties, or patent leather pumps	Frock, Chesterfield or Inverness in dark blue or black	Pearl or moonstone links and studs platinum bar chain
INFORMAL DINNER OR DANCE. STAG DINNER AT HOME, ETC.	Evening jacket, s. or d. breasted, black.	Same as above — white, black or grey S. or D.	Same as above	High silk or Alpine plush or Panama	As above or, for Summer, soft pleated bosom	Same as above	Same as above in black	White back	Same as above	Same as above	Same as above	Same as above

OF A PERSONAL NATURE

James Bannon, of Bannon & Co., tailors, Montreal, is dead.

* * *

B. Bookhalter, general merchant, Amulet, Sask., is dead.

* * *

J. M. LeBlanc, general merchant, Arichat, Que., is dead.

* * *

J. B. M. St. Laurent, Compton, Que., general merchant, died in July.

* * *

Max. Teitlebaum, clothier, North Battleford, has moved to Saskatoon.

* * *

E. Lafond, Wolfe Lake, Que., has succeeded C. Lebrun, general merchant.

* * *

Greenberg & Freedman succeeded S. Levine, general merchant, Gimli, Man.

* * *

Goldin Solomon, general merchant, Tate, Sask., has removed to Lockwood, Sask.

* * *

Among recent registrations in Quebec province were: Glassburg Bros., and Morin & Frere, men's furnishings.

* * *

The Canadian Association of Display Men holds its next convention on August 2, 3, 4, 5, 1915, at Hotel Waldorf-Astoria, in New York City.

* * *

Private Robert Little, a Brantford man with the 16th Battalion, has been awarded the Distinguished Conduct Medal for bravery at the front.

* * *

Michaud & Scovil, Limited, of Montreal, announce that since their reorganization, they are well equipped to look after all made-to-measure or cut, trim and make orders.

* * *

O. Legault, formerly a clerk in the employ of Rich & Kapstan, 316 Bleury St., Montreal, has opened a men's furnishing business at the premises formerly occupied by the above firm.

* * *

Mr. Hickey, of Yonge Street, Toronto, had his window full of bright advertising matter recently when he ticketed all that he had to offer with a dark red placard showing a football player. The three-quarter-back kicking the high price out was a good stunt.

* * *

E. Durand, late of Waldron, Drouin Co., Ltd., Montreal, has been appointed buyer in the hat department for Jas. Coristine Co., Ltd., in place of the late Duncan Stewart, who was lost on the Lusitania.

* * *

A decidedly novel ad. is that run by McKerrache, Wanless & Company in an Ottawa paper of recent date. A couple of shirts, one over-wrapping the other, were reproduced and the copy was set inside the top one. The whole ad. was 12" deep by 6½" wide.

* * *

A. E. Wild, the enterprising proprietor of the men's furnishings emporium, Melfort, Sask., offers a high-grade Panama hat to the member of any baseball team making the first home run in the games on Dominion Day, and a gent's umbrella for the first three-bagger.

Joseph C. Abell, a well-known member of the cloak and suit trade, died recently at Toronto. For the last two years the late Mr. Abell, who was born at Seaforth, Ont., had been connected with the Princess manufacturing Company, Limited, and was with the Ontario Cloak Company for the previous six. He was a Mason, member of Zetland Lodge, and a Conservative.

* * *

Mr. Michael J. O'Doherty died recently at his home, in Ottawa, following a brief illness. Deceased had reached the advanced age of 86 years, and as he had been ailing for some time, death was not unexpected. In 1829 he was born in Ireland and in 1860 came to Canada, settling in Quebec, where he engaged in the dry goods business. He moved to Ottawa in 1883 and for many years conducted a dry goods business here.

* * *

Mr. Bruce Sutherland, secretary-treasurer of Messrs. R. G. Long & Company, Limited, 439 Wellington Street West, manufacturers of knitted goods, was brought home to Toronto in an injured condition following an automobile wreck which occurred on July 6 within a few miles of Buffalo. Mr. Sutherland was returning from New York, where he had gone on business, and was driving his car toward Buffalo when a wheel came off, throwing the automobile into the ditch. He sustained a broken jaw and other injuries, which kept him confined in the Buffalo General Hospital for almost one week. Mr. Sutherland is a former Canadian amateur champion wrestler, and he has also won many canoeing championships for the Toronto Canoe Club.

WITH OUR ADVERTISERS

From Information Supplied by Sellers, But for Which the Editors of The Review do Not Necessarily Hold Themselves Responsible.

A few months ago the Sterling Neckwear Co., of Toronto, secured patents on a new process for stitching the lining of the ordinary flowing end biased tie to the back of the tie so that it could not rip, twist, curl, or pull out of shape.

Since that time the tie has met with such a good reception among the trade that Mr. Wm. C. Mountain, the manager of the Sterling Neckwear Co., has been working on a still more perfect process for the STAY-IN-SHAPE tie and now introduces what the Sterling Neckwear Co. considers the last word in perfectly made biased flowing end ties.

The new STAY-IN-SHAPE process holds the lining to the back of the tie right from the neck band to the end of the blanket so that it is impossible for wrinkling or curling to take place, either in the knot when the tie is tied, or in any part of the blanket.

The stitching is also being put on in circular shape so that it has a much neater appearance.

Another special feature in this tie will be the "Easy-sliding" neck band, which will have a special stiff lining in the portion of the tie that slides around the collar, and also a satin facing to prevent the collar button from catching in any of the seams of the tie.

This tie should take well with the trade and it will be shown on the road at once for immediate and Fall placing orders.

Cardwriting Made Easy

by R.T.D. Edwards

Lesson No. 7.

IN this lesson I have taken up an entirely new phase of brush work—brush stroke Roman lettering. To some beginners this class of work may at first appear very difficult, but when mastered it is comparatively easy and is used extensively by showcard writers.

In this lesson I will also explain how the card writer, who is unable to secure prepared materials for card-writing, can mix his own colors from materials which may be secured from any hardware or drug store. Cardwriters thoughout Canada and the United States use the "brush stroke Roman lettering" quite extensively, on cards which are to be executed quickly and yet are expected to have the appearance of well-finished work. In this style of lettering all strokes are made with one sweep of the brush. To some beginners it may appear rather difficult to make wide and narrow strokes with one stroke of the same brush, but nevertheless it can be done, and when you have acquired the knack, you have the secret of brush stroke Roman letter.

Getting the Brushes Ready.

One of the most important things to bear in mind is that your brush must be kept in perfect condition. All expert card-writers take pride in having well-cared for brushes.

Fig. 3 accompanying this article shows a side and a front view of a brush in good working order. The brush after being filled with color must be worked out to a chisel point on a piece of cardboard or glass, and must be kept in that shape in order to do the work properly.

The wide lines are made with the full width of the brush and the narrow lines are made by turning the brush sideways. This can be accomplished by rolling or turning the brush between the thumb and fore-finger.

Charts of Letters and Figures.

You will observe that the charts accompanying this article show the upper case of the alphabet and numerals. The lower case to the alphabet will appear in the next lesson (No. 8). On examining the chart please note the letter "A",—this letter is a good example. You will note that on this letter as well as on all others the strokes are numbered—and the small show the direction of the stroke. In the letter "A", stroke No. 1 is made with the side of the brush. Stroke No. 2 is made with the full width of the brush. Care should be taken in executing the work where the two strokes meet at the top of the letter. Stroke No. 3 also shown in letter "A", is a more difficult stroke than the others and requires considerable practice. It is made by holding the brush firmly between the fingers and drawing a "wavy" stroke. The spurs on the letter "A" and similar ones on all other letters are made with three distinct strokes—all being made when the color is low in the brush. The narrow portion of the brush is used mostly in making the spurs.

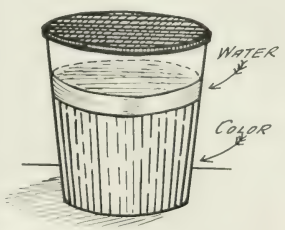
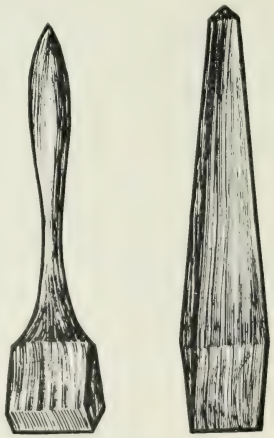


Fig. 1.



Suggestions for Home-made paddles for mixing color

Fig. 2.

Side View — Front View

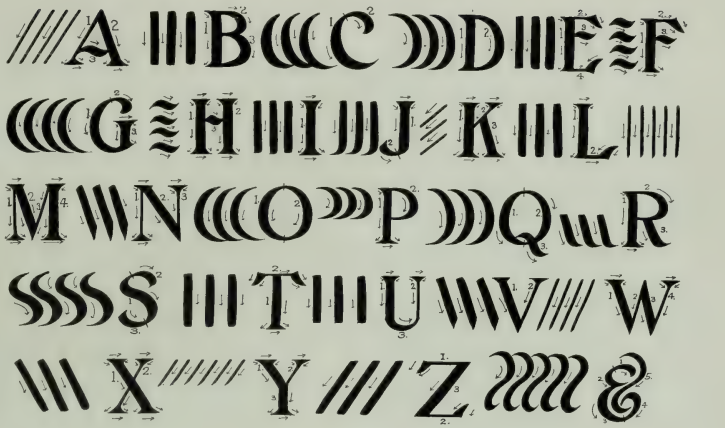
Showing the proper shape of brush for making "Brush Stroke Roman".

Fig 3.

Work Quickly on Curved Lines.

The letter "C" must be made quickly, as all letters with curved lines must be. No finishing stroke or spurs are required if the brush is lifted properly. The letter "D" is a two-stroke letter with the same class of spurs as the letter "B". This stroke should be practised many times.

Letters "E" and "F" are more difficult. I would like to direct your attention to the spurs at the right of stroke No. 2 on letters E and F. These spurs are made with one stroke and this can be accomplished by turning the brush in the fingers and lifting at the same time. Stroke No. 3 on letters E and F is similar to stroke No. 3 of the letter "A." This stroke requires much practice and the beginner should not become discouraged if he at first encounters difficulty in doing this work. The letter "G" has three main strokes. No. 2 stroke is finished without a spur. The spur at the top of stroke No. 3 is just the reverse to the strokes on letter "A."



In making the letter "H", care should be taken to get the two down strokes of this letter the same width at all points. Stroke No. 3 should be slightly above the middle of the letter.

The most important point in making the letter "I" is to get it correctly at right angles with the guide line.

The "J" is a two-stroke letter, the practice secured in making preceding letters is found most useful in arranging the formation of this letter. In making the letter "J" be sure and see that the line curves before it touches the lower guide line.

The formation of the letter "K" is also rather difficult and it will be found that a great deal of practice will be necessary before you are able to make the letter easily. The student should note that the spurs at the end of stroke No. 2 must not extend as far to the right as those on the end of stroke No. 3.

Letter "L" is a two-stroke letter. The spur on the end of stroke No. 2 is made in the same manner as that of stroke No. 4 of the letter "E."

The most difficult part of "M" and "N" is the finishing of stroke No. 2. This being a wide stroke the brush must be brought down full width and when near the bottom the edge must be turned to get the narrow point. Note the exercise preceding the letter "N." The spurs on the ends of the narrow strokes are also rather difficult for beginners. They are made the same as on the wider strokes but more care must be exercised to keep the brush from overrunning the narrower lines.

Care and practice is necessary in making the letter "O". It is a two-stroke letter the card-writer should use care in joining the strokes.

In forming the letter "P" the end of stroke 2 should meet stroke 1 mid-way between the guide line.

The letter "Q" is simply the letter "O" with the addition of stroke No. 3 as shown on the chart. Stroke No. 3 requires much practice.

The letter "R" is similar in construction to the letter "P" with the addition of stroke No. 3. The end of the stroke extends slightly beyond that of the above loop.

The letter "S" is made with three strokes without the necessity of spurs or finishing strokes. The end of stroke No. 2 is very often extended to the right of the lower part of the letter, for purposes of effect only. I would advise you to stick to the formation shown in the chart.

In forming the letter "T" stroke No. 1 should meet stroke 2 in the centre. The spurs of this letter are made with one sweep of the brush.

In the letter "U," strokes No. 1 and 2 do not reach the lower guide line. The brush should be stopped within a quarter-inch above this line. Stroke 3 joins strokes 1 and 2.

"W" is a Difficult Letter.

The letters "V" and "W" are somewhat similar in formation. Stroke 3 of the latter is one of the most difficult strokes in the whole course. It has to be started with the edge of the brush and brought down with a wide stroke and ending by turning brush to get the point. In forming the letter "X," stroke 2 should cross stroke 1 about half way between the guide lines. The three strokes forming the letter "Y" should be joined at equal distances between the guide lines. The spurs of the letter "Z" are made with one stroke and should not extend beyond the points above or below them.

In the chart showing the figures, it will be noted that the same brush stroke idea is followed out. If any difficulty is experienced by the beginner it will probably be with the letter "7", as it is

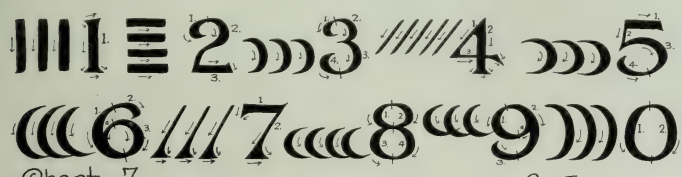


Chart 7.

R. T. O. Edwards

usually considered the hardest letter to balance up.

Work on the Numerals.

Figure 4 will give you a good idea how to start practising this work. Draw out the guide lines about an inch and a half apart, and with your No. 6 red sable brush practise each letter and exercise in the whole chart. Do not skip any of the letters. Take each one up in turn and don't forget that constant practice will soon make you perfect. Accompanying this article in addition to the charts and figures, are two seasonable show card suggestions in which the lettering is, "brush-stroke Roman."

Card writers and students sometimes experience difficulty in securing proper colors. This applies more especially to those located in small towns where there are no art supply stores. Some card writers prefer to send away to some of the large supply houses for materials, while others would rather purchase materials locally. For those who wish to secure supplies locally I will explain how the card writer can mix his own colors and have them whenever he wants them, and also have almost any color he may desire.

In every town there are hardware stores where

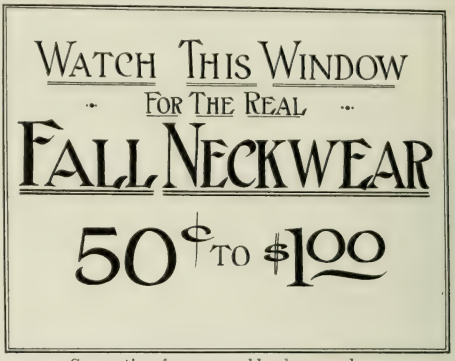
painters' supplies are sold. At these stores you will find that a good assortment of dry paint colors is always carried in stock. These colors range in cost from 5 cents per pound upwards according to the color and quality.

For the beginner I would suggest the following colors, ultramarine blue, vermilion, chrome yellow and white and black.

In the next lesson I will take up in detail the mixing of two or more colors to secure certain desirable shades. black. (In the next lesson I will take up in detail the mixing of two or more colors to secure certain desirable shades. One pound or even less of each color will be plenty to start with and will last for a long time. First secure five glass jars similar to jelly jars with tin covers. Tin receptacles should not be used because they rust, use glass containers if available. Glass jars with screw tops are the best because the contents are kept air-tight.

Adding Mucilage.

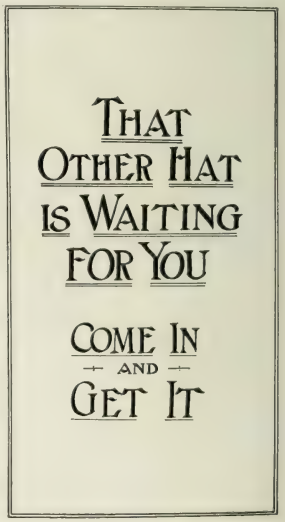
After placing the dry color in the receptacle, filling about two-thirds full pour in small quantities of water mixing thoroughly until the contents are thoroughly mixed and all lumps have disappeared. Enough water should be added until the mixture flows like thick syrup. Add about three teaspoons of good clear mucilage to the mixture. After again mixing thoroughly place the cover on tightly and allow to stand for one or two days. The mucilage is added as a sizing and prevents the color from rubbing off



Suggestion for seasonable show card.

after it has been applied to the show cards. Gum arabic, obtainable at drug stores, is the best kind to use. It is almost colorless and does not affect the color of the paint. It comes in dry form and must be dissolved in hot water before being placed in the color. Black is used more than any other color. Most card writers use dry drop-black and mix it as needed. Should the colors become lumpy after mixing add a small quantity of wood alcohol. For white use dry zinc white or flake white and proceed in the snme manner as with the other colors.

In all hardware and paint shops you will also find that they carry distemper in glass containers. Dry colors are ground in water and are often used by show card writers. In using distemper colors, just mix what is needed at one time and do not attempt to mix up the whole contents at one time. Distemper colors can be thinned down as required. In order to keep the coloring in good condition, follow the suggestion given in Figure 1 by keeping the color covered by water. This will prevent the color from drying out and save much time which might otherwise be lost in softening colors.



Suggestion for seasonable show card.

Figure 2 shows two styles of paddles for mixing colors. These are only suggestions. There are many other shapes you can make that will serve the purpose. Paddles can be easily made from cedar or pine, and all cardwriters should keep a supply always on hand.

Loyalty in Dollars and Cents

Evidence that we are living up to our well-established policy of giving the trade the best possible value in waterproof collars lies in the fact that though we are paying increased duty on raw materials imported from England and the United States, *we have not raised the price of* KANTKRACK *collars,* but bear the added cost ourselves.

And at the same time are upholding the quality of our goods by giving *"one grade only and that the best."*

We have been manufacturing KANTKRACK collars in the United States since 1879, and in Canada since 1907. Our factory, equipment and staff have no equal for the production of waterproof collars. *We are specialists.*

Stocks are carried at Vancouver for British Columbia, Calgary for Alberta, Winnipeg for Manitoba and Saskatchewan, Moncton for the Maritime Provinces, Montreal for the Province of Quebec, and Toronto for the City of Toronto. All goods are made in Hamilton for Canada.

KANTKRACK *collars have features that are exclusive to themselves and which ensure absolute satisfaction.*

Write for our latest styles.

The Parsons *and* Parsons Canadian Co.

HAMILTON, CANADA

Ever Catch A Fish Weighing Twenty Pounds?

Up in the North Country, in the Temagami, the big fish abound. That is where the angler gets real sport. An article appearing in July MacLean's tells about the fish in Temagami—the genteel brook trout, the sportive black bass, the stately grey trout, the common every-day pickerel and the scavenger pike—and how they are caught.

For a fishing enthusiast the article will have an immense interest, but even those who know nothing of the gentle sport will read this account with genuine pleasure.

Thirty other features—two serial stories, special articles, short stories, poetry, in

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A couple of these forms will prove a big factor in selling your suits. Why not order a couple?

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Order now for Fall and save money

Anticipate your Fall and Winter's requirements and provide for them from the "Outing" range.

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V 56 is the Outing Brand style selected for the Militia. **Send for samples.**

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The Coats that are Tailored to Fit

BOYS LION BRAND CLOTHING

Wear Best Where Most Wear Worst

Double Elbows Knees and Seat.

One thing that practical parents of every wide-awake youth looks into when buying his clothes is **wear.** This is where you cash in on the boys' trade of your town by selling Lion Brand Clothes, for the double elbows, knees and seat in each Lion Brand suit will mean a sale every time

Lion Brand Khaki Bloomers and Fancy Overalls will be in big demand this season. We have the right shades at popular prices.

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CLINTON, ONTARIO
Factories at: Clinton, Goderich, Exeter, Zurich

"King George" Suspenders

Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.
BERLIN ONTARIO

Penmans Popularity is Universal! Why?

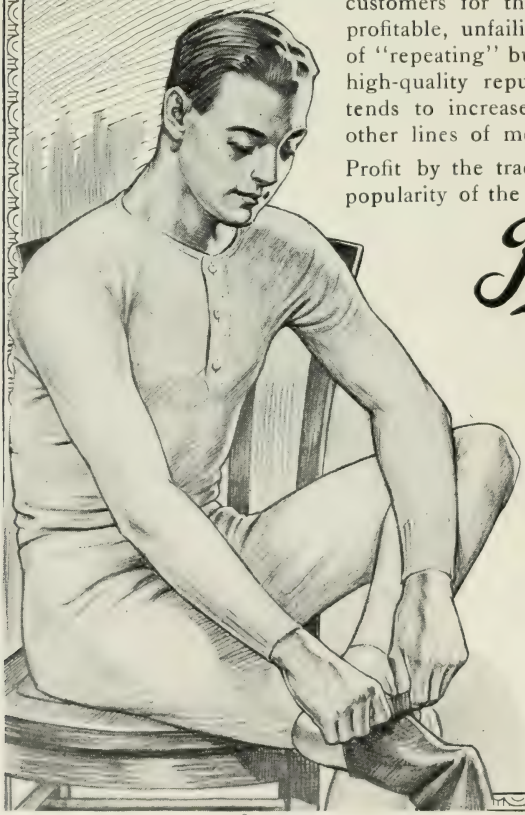
Because we please the sellers as well as the wearers.

To wearers, Penmans spells quality in the goods, smooth ease and comfort in fit and texture, thoroughness and care in the making, and genuine good value at every point.

This in turn means satisfied customers for the seller, a profitable, unfailing volume of "repeating" business and high-quality reputation that tends to increased sales in other lines of merchandise.

Profit by the trade-winning popularity of the full line—

Pen Angle WARRANTED HIGH PENMAN'S GRADE KNIT GOODS



Penmans

Underwear
Hosiery
Sweaters

N.B.—All Penmans Goods are Made in Canada by

Penmans Limited
PARIS, ONT.

ZIMMERKNIT

Some of your customers—the particular men—repeatedly demand the Zimmerknit quality, either from you—or your competitor.

Introduce the Zimmerknit line to *all* your trade—show them the comfort of well-made garments, and you cannot fail to build up business in your Underwear Department.

Made in Canada

Zimmerman Manufacturing Company, Limited
Hamilton, Ontario

Agents: E. H. Walsh & Co., Toronto
W. R. Begg, Toronto
A. R. MacFarlane, Vancouver

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The Publisher's Page

By F.M.A.

Did You Read This Number?

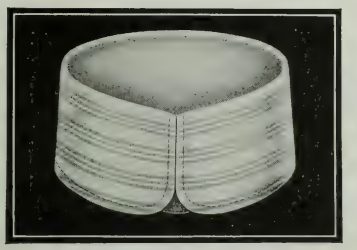
¶ This is the last page of what we consider a useful and interesting issue, and we hope that you have read this issue from cover to cover. It is worth while.

¶ If you are interested in buying men's goods it would pay you to make a habit of reading it regularly. Read not only the interesting articles and style forecasts prepared for your benefit, but the advertisements, which also have a message for you and contain a lot of news and information that is very often unattainable elsewhere.

¶ You will find the advertisers in this paper are ready and able to give you a superior service. The manufacturers using this paper appreciate your business. That is why their advertisements are here, knowing that you, as a live dealer, would read a live trade paper.

¶ Start with this issue and read the advertisements. It is worth while, and when answering any advertisement say that you saw it in MEN'S WEAR REVIEW. Outside of the service you will do us, the advertiser likes to know that his advertisements are being read.

MEN'S WEAR REVIEW
143 University Ave. - Toronto, Ont.



LONDON
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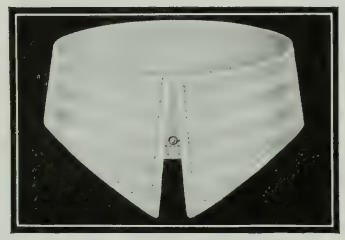
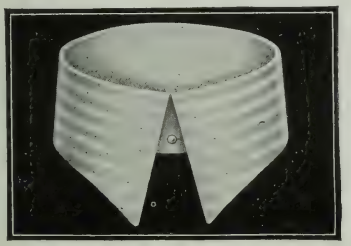
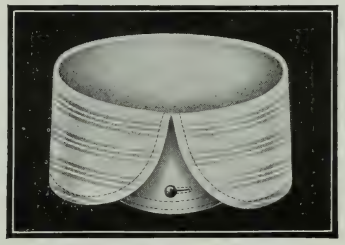


MILTON



BRIGHTON



WHITBY
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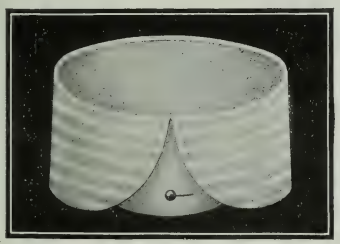

BEDFORD
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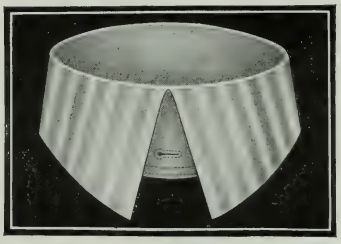


ESSEX

SIX SPECIALS MADE BY

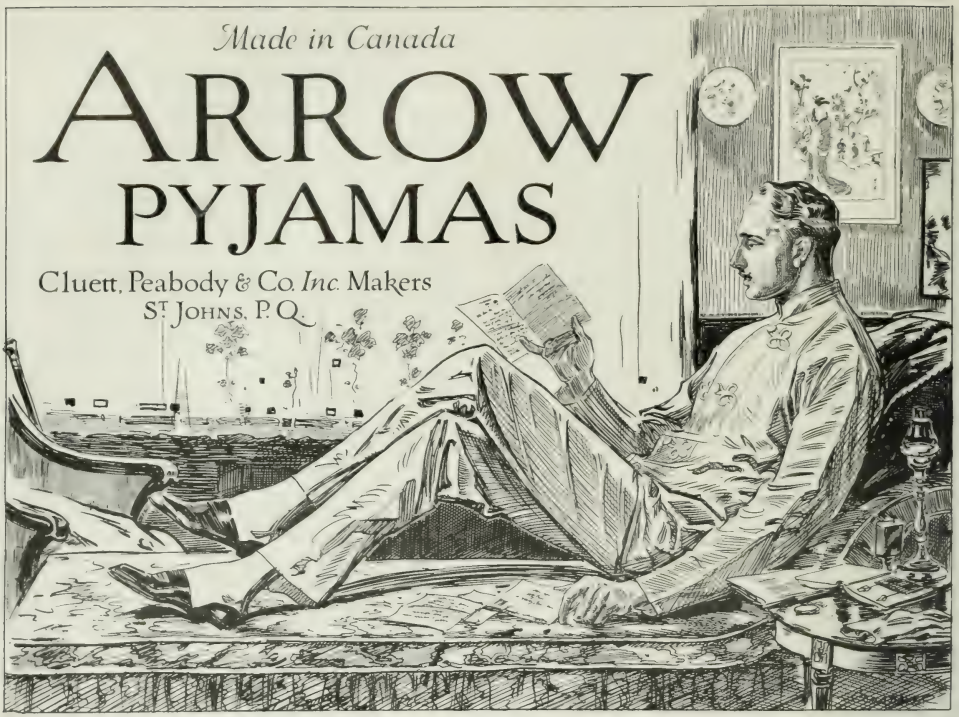
The Canadian Converters Co., Limited, Montreal.

MAKERS OF Success COLLARS MADE IN CANADA

Made in Canada

ARROW PYJAMAS

Cluett, Peabody & Co. *Inc.* Makers
St. Johns, P.Q.



ARROW PYJAMAS

are well made, nicely laundered and boxed. They equal the very highest grade production of any country in this line. They are offered in durable and suitable fabrics in white or plain colors, $12.00, $13.50, $15.00 and $21.00 the dozen suits.

CLUETT, PEABODY & CO., INC.
MAKERS

Sales Department - Herald Building, Montreal

MEN'S WEAR REVIEW

Fall
Merchandising
Number

September 1915
Vol. V No. 9

THE MACLEAN PUBLISHING COMPANY LIMITED
PUBLICATION OFFICE - - 143-153 UNIVERSITY AVENUE. TORONTO

"MADE IN CANADA"

NOTICE!

THIS BOX
Contains Fine Fall
COLLAR TRADE
AMMUNITION

It will be served out
Sept. 15th

Cluett, Peabody & Co. Inc.
Makers of ARROW COLLARS
and ARROW SHIRTS
St. Johns, P.Q. Salesroom Montreal

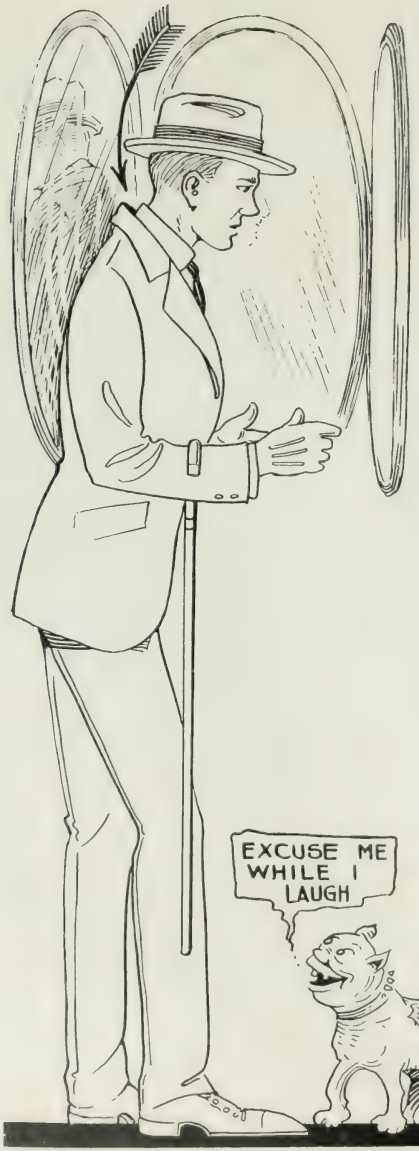
"GOTHIC"
an ARROW
COLLAR

FORSYTH'S LIFE BOX

LIVE men in your window wearing Forsyth Shirts. Attraction is the first step in selling. Have an attractive display of Life Boxes and attract more shirt buyers.

The John Forsyth Company, Limited
BERLIN, CANADA

You've been up against this type of the "Hard to fit" family



Ah! Yes! and he's a type that is very common; hardly a day passes but a clothing salesman either loses a sale to or has to make an alteration for this slightly-stooped-neck type of man.

The alteration, of course, is not an impossible one, but most men, lacking knowledge of the tailoring business, fear to have a coat altered and prefer to have their clothes fit right off the bat.

This is only one type of the Hard-to-fit family you have been up against. The over-erect, the round-shouldered, the sloping-shouldered, and the corpulent types, and many others, all call for special attention.

They necessitate a good made-to-measure tailoring service, one that will ensure you the trade of the best paying men of your town.

Style-Craft
SERVICE

Style-Craft
TAILORED CLOTHES

backed by Style-Craft service will give you the trade of the "Hardtofit" *and* "Hardtoplease" families

These families represent a large proportion of the "well-to-do" men of your own town—the men who spend from $20.00 up for their clothes, and the men who from choice or necessity patronize the local custom tailors.

With the Style-Craft tailored-to-measure outfit you will be in a better position than any tailor to get this big paying business and without tying up money in a big stock of clothes.

With the Style-Craft Service you can fit every abnormal figure, fit every man's idea of style, and at the proper dimensions of his pocket book.

Every Style-Craft Garment gives absolute service in fit, finish and value—there's not a straw in your way to the securing of this excellent business.

Act Now.

Send for this outfit to-day.

E. G. Hachborn & Company

50-54 York St., Toronto Ontario

Good Year-in and Year-out Net Profits

IF you sell a suit to-day and you make a net profit on it you are that profit better off, but if it fails to give your patron the service he expects, your profit either stops right there or is lost entirely by alterations and by time taken up in trying to satisfy the purchaser. *An unsatisfactory garment does not invite future business.*

Merchants Who Sell

TAILORED CLOTHES FOR MEN

have the best assurance of Good Year-in-and-Year-out Net Profits, because every sale means satisfaction, means continued business and a customer who will advertise you and your line.

Fit-Rite clothes are unexcelled for style and finish. The quality combined with the price make for excellent value and the fit is an insurance against expensive alterations.

Fit-rite Special Order Business

gives you an opportunity to offer your hard-to-fit and hard-to-suit trade the advantages to be derived from *Fit-rite Clothes.*

Ask for full information re Fit-rite Clothes.

WRITE TO-DAY.

John W. Peck & Co., Limited

Canada's Foremost Clothes Makers

MONTREAL

WINNIPEG VANCOUVER

Society Brand Clothes

TO DRAW YOUNG MEN

No clothes are so popular with the young men—the smart dressers of your town. Our styles, our prices and our advertising are aimed right at this most profitable of all classes of trade.

No other brand of clothes draws such a volume of young men's patronage. For Society Brand was the pioneer in this field. We started first and have kept in the lead.

* * * * * *

Society Brand Dealers get the cream of the young men's trade in each town. They draw the customers who seek the very latest ideas in both clothes and furnishings. And they attract those older men who think and dress like their younger brothers.

We make the styles they want and our advertising makes these Peine styles famous. No other clothes are so well or so favorably known among well-dressed men.

* * * * * *

Society Brand Clothes

Send Now for the "Panama-Pacific Exposition Style Book"

Showing Designs by Peine

The Male Figures From Left to Right Wear Society Brand Models

Master: Budd Tuck and O'Dowd

MR. A. G. PEINE, as most well dressed men know, is the leading designer of young men's clothes. And more men than ever before—men who are young in years or young in outlook—are now seeking Society Brand Clothes because he designs them.

It is important to get full information about these clothes. Ask for a copy of our style book. You'll find it immensely interesting.

It pictures the pick of the designs by Peine. The figures are shown with the San Francisco Fair buildings as backgrounds, and some instructive data about the Fair is given.

The requests for these books are out of all proportion to our expectations. So if you want to be sure of getting a copy, you'd better send for it now.

The Age of Youth

This is the Age of Youth. Men of all ages are living in closer relationship to the heart-very little old-fashioned ideas. Fathers are thinking and dressing the same—they are playing the game—they are *keeping* more alive.

That is why Society Brand Clothes are so popular now. They retain a dignified, conservative touch of *youthfulness*. They make men look as young as they want to look today. Peine now makes men of forty look *thirty-five* instead of forty-four as was usual.

Even men up to sixty, in modern times, want more *youthful* looking clothes. They are still active and want their clothes to express it.

The Genius in His Line

Ten years ago A. G. Peine designed the clothes of New York's smartest dressers, making a Broadway tailor famous.

Now he designs Society Brand Clothes alone. He is a member of this firm and devotes his whole attention to it.

He abhors fads and extremes. Yet his models lead in exclusiveness. He is widely copied, but no other designer seems able to get his incomparable effects.

He is the genius in his line. If you want to be up-to-date, you have but to wear Peine models.

Society Brand Models Reflect Authority in Correct Dress

The Model Figure at the Right Wears Society Brand Clothes "The Aristocrat" Square Model No. 2

And Don't Overlook This

—that *design alone* never made good clothes, for shape and style must be *built-in to stay*.

We have trained in this organization *special men* to work out this idea.

We search the world for the best of fabrics.

Our whole organization—scientifically developed—works in harmony with Peine to get his best results.

Where to Get Them

Please remember this fact before you start to look for these clothes.

—there's but one merchant in any town who can sell them. You must go to him to get them. The best way is to write for his name and address. You'll know that this little trouble was worth your while, after you've seen these models. They are too slowly and too carefully made—the output is too limited—to sell to every store in your city. But *that* adds to exclusiveness.

We'll send the name and address of the Society Brand merchant in your town when we send the style book to you.

* * * * * *

Don't miss getting this book. You'll enjoy looking it over, especially if you are going to the San Francisco Fair. You'll be glad you discovered the clothes it pictures. Send a postcard for it and for the merchant's name now.

* * * * * *

Society Brand prices range from $20 up—dress clothes from $35 up.

No garment is an A. G. Peine model unless the inside pocket bears the label, "Society Brand Clothes."

Made in Chicago by
ALFRED DECKER & COHN
MADE IN MONTREAL FOR CANADA BY
SOCIETY BRAND CLOTHES, LIMITED

If there is no Society Brand Dealer in your town, we will be glad to hear from you. Let us help you to gain a permanent place as The Young Men's Store.

Let us show you the things about Society Brand Clothes that win men to them. It will be a pleasure to talk with you about your business and our clothes.

Made in Montreal, for Canada, by
SOCIETY BRAND CLOTHES LIMITED

Made in Chicago, for the United States, by
ALFRED DECKER & COHN

Give Satisfaction to the Boy—Get His Business When a Man

Sell him Lion Brand Clothes

Time was when the boys' clothing department received very little attention—to-day the wide-awake merchants are realizing that in pleasing the boy they will get his more profitable trade later on.

Lion Brand clothes are made so serviceable and so stylish that they instantly appeal to the youth.

We are now bringing out one of the most natty, up-to-date models ever turned out for boys. It is a single-breasted Norfolk jacket with broad lapels and collar, patch pockets, peg top bloomers.

Be assured of a successful boys' department by ordering a stock of Lion Brand Clothes.

The Jackson Mfg. Co., Limited, Clinton, Ontario

Factories at CLINTON, GODERICH, EXETER, ZURICH

McA&R

QUALITY CLOTHES

Who wants to tie money up into a big stock of clothes these days, when better results can be obtained with less investment and less worry?

If you have never given this matter much thought, now is the time to do so—look into the *McA & R* way of giving satisfaction to both yourself and your patrons, and without needlessly investing capital.

McA & R clothes are quality clothes through and through—every garment sold is a standing guarantee to you of the wearer's future business, because the quality is in both the fabric and in the make, in the details that ensure a perfect garment.

You should have McA & R clothes for your customers. Write for our samples of cloths, our style folio, our measure chart and start right in making sales. The goods are sold before you order.

Send a trial order to-day and inspect these goods — a card will bring samples.

Fall Overcoats and Suits, in a good assortment, ready for shipment.

The McAlpine & Richardson Co., Limited

ADELAIDE & DUNCAN . TORONTO

Men's and Boys' Clothing

One of Fall's Latest Models

Fall model, double-breasted vest, wide notch collar, five buttons, V-shape, and four pockets on outside. Coat has one button, a chain button, which preserves the lapel; pockets are piped, have no flaps, and are slant. Sleeve has narrow cuff, with three buttons; has a long vent in back.

This is only one of the many smart models for men we are showing. *Send for samples.*

Boys' Patricia Uniforms

Boys' Cavalry and Infantry Suits in Wool and Duck

Boys' Fall and Winter Overcoats in Khaki and Military Cut

Never have we shown a finer range of men's and boys' clothing than we are offering this Fall. We are originators of Boys' Patricia Uniforms—they're the biggest sellers in the history of the Clothing Business. Have you see them?

Write for a sample dozen and judge for yourself. Our selling staff will be on the road about Sept. 10th for coming Spring. See our Men's Palm Beach Suits for Spring and Summer 1916.

Helleur, Gariepy & Broderick, Limited

16 Craig St. West, Montreal

RIGHT IN QUALITY, SHAPE, FINISH, AND IN PRICE

This is what makes up the big volume of sales for

TAYLOR-MADE GARMENT HANGERS AND RACKS

Model A Double Bar-Polished Steel Tube Racks

Shipped Knocked Down—and require no tools to set them up.

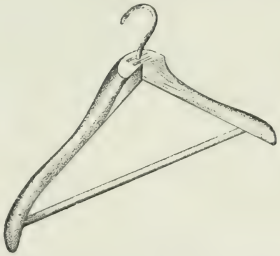
Mounted on the famous Ball Socket Rollers.

Net Prices	F.O.B. Factory
6 feet long, 4 posts	$9.00
6 feet long, 6 posts	10.50
8 feet long, 6 posts	11.50
10 feet long, 6 posts	12.50

OXIDIZED STEEL TUBING

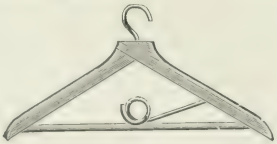
6 feet long, 6 posts	$13.00
8 feet long, 6 posts	14.00
10 feet long, 6 posts	15.00

Suit Racks stand 5 feet high and 26 inches wide. The Overcoat Racks and Ladies' Garment Racks stand 6 feet high. Same price as Suit Rack.



No. 74 B. Combination Suit Hanger. $15.00 per 100.
No. 78. Same as above with Wire Attachment as No. 54. $16.50 per 100.
This Hanger has rounded neck to fit the coat collar, with concave shoulders.

No. 33 I.B. Combination Suit Hanger. Inserted Trouser Bar. $7.50 per 100.
No. 33. Same without bar. $6.50 per 100.
No. 33 I. B. Boys', 15 in. wide. $7.50 per 100.
No. 39 B. Overcoat Hanger, 20 in. wide with Trouser Bar. $8.50 per 100.
No. 39. Same without bar. $7.50 per 100.



No. 64. Combination Suit Hanger. With Wire Attachment. $9.00 per 100.
No. 64. Boys', 15 in. wide. $9.00 per 100.

No. 54. Combination Suit Hanger.
With Wire Attachment to Prevent the Trousers from Slipping.
$9.00 per 100.

All Hangers packed in 100 crates.

Mail, Wire or Phone Your Order. Prompt shipment

The Taylor Manufacturing Company

HAMILTON CANADA

A Greater Range of Peck's Shirts Than Ever Before—

IMPORTANT enlargements of our Shirt factories have made it possible to considerably increase our output as well as to extend the range of our line.

We now manufacture all kinds of dress, outing and working shirts, including soft, double, and stiff cuffs, in the widest variety of patterns and fabrics. The dress shirts include an excellent range of beautiful patterns in silk-and-wool taffetas.

Prices range from $6.50 per dozen (for an excellent quality of heavy working shirts) to $42.00 for the finest grades of silk-and-wool goods. The majority of the numbers, however, range from $6.50 to $13.00 per dozen, and will bear critical comparison with shirts of other makes costing you considerably higher prices.

All Peck's Shirts are—
well made, roomy, and of excellent quality, carrying a good profit for the merchant and giving complete satisfaction to the wearer.

Swatches and Prices upon request

John W. Peck & Company
LIMITED

VANCOUVER **Montreal** WINNIPEG

Men's Underwear and Exclusive Half Hose

We are now showing samples of Men's Underwear and Half Hose for Spring 1916. Protect yourself by ordering early.

Men's Handkerchiefs

We have a good stock of Men's Handkerchiefs on hand. All kinds, from Colored Cotton to the finest Silk. Order now and save advancing prices.

Our Travellers are now showing these samples,

and

Our Letter Order Dept.

is ready to serve you.

The W. R. BROCK COMPANY (Limited)
MONTREAL

Sales Booster

THE EIGHTH

HOW FUNNY

Machinery and Collars

and what have they in common?

Well, on first thought, very little, but when you look around and note the growing tendency for mechanics to go to work and to come from work dressed clean, you will realize why an easily-cleaned waterproof collar is a daily necessity to them.

It's not only men in machine shops whose work is necessarily of a grimy nature, but all mechanics, including tinsmiths, plumbers, electricians, carpenters, cabinet makers, shoemakers, in fact, scores of occupations call for a clean collar so that the wearer may be presentable on the street, and yet the work would ruin an ordinary linen collar in no time. **Therefore, the necessity for the waterproof collar, which may be cleaned quickly and easily every time it's put on, eliminating the cost of laundering.**

Here's an idea worth trying out:

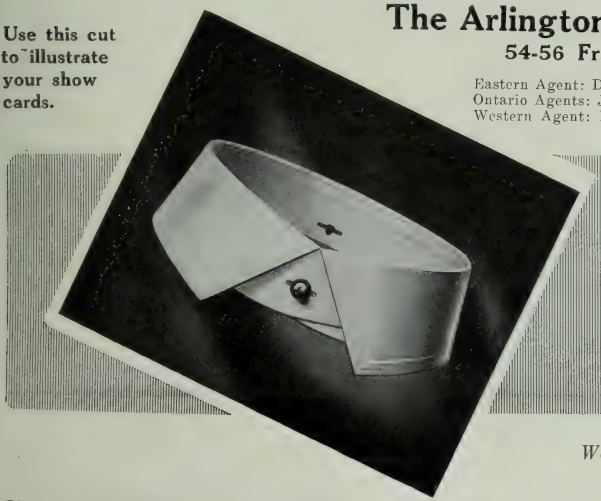
Go out and borrow a few tools to represent each trade or occupation, trim your window with them in a nicely arranged unit and right in the centre place a nice showing of **Arlington Waterproof Collars.** Arrange some on stands with serviceable neckwear and place the others around in open boxes. Show one collar badly soiled and on it put a small ticket, **"Before,"** and have a nice, bright, clean collar of the same style ticketed **"After,"** and between them have a bowl of water, a cake of soap and a sponge. Use a display card with the collar, illustrated below, pasted on and worded like this.

Be sure your stock is well assorted with a few of the six grades of Arlington Collars—all styles and finishes—prices 70c to $2.00 a dozen.

Remember—all Arlington Collars are a third heavier than other makes at the same price. Each collar is made with the easy-sliding tie space, neatly finished, very serviceable.

SORT UP YOUR STOCK

Use this cut to illustrate your show cards.



The Arlington Co. of Canada, Limited

54-56 Fraser Avenue, TORONTO

Eastern Agent: Duncan Bell, 301 St. James St., - - - Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block - Winnipeg

We will supply handsome display cards on request. Write to-day.

Wreyford & Company, *Importers*

AND MANUFACTURERS

Young & Rochester

Best Quality English

SHIRTS

AT MEDIUM PRICES

"Aquatite" Raincoats

AND

"Rendlesham"

Military Coats

Tress & Co. London and Luton England

Manufacturers of

High-class Hats and Caps, Military Helmets, Service Caps, New Soft Trench Cap

We are carrying stock of

All Military Requirements

Khaki Flannel Shirts at $20.00, $24.00, $30.00, also in Zephyr and Silk

Trench Caps — Puttees — Slickers — Spencers — Neckwear — Leggings — Stud Lace — Spring and "Hammonds" Pigskin

Khaki Socks, Plain and Ribbed
Khaki Handkerchiefs, Silk and Cotton
"Sam Brown" Belts

Tan Leather and Rubber Boots
Military Books and Badges

Wreyford & Company

85 King St. W. **TORONTO**

Have You seen the Imperial Combination Underwear?

—the new and improved underwear with exclusive comfort features

There's a certain percentage, a growing percentage too, of your trade who will insist this Fall and Winter on combination underwear and there's a larger percentage who, if they knew the real comfort of correctly-tailored combinations, would wear no other.

In introducing the new Imperial combination underwear we ask you to bear in mind that it comes in the different grades of wool from the light-weight merinos to heavy, elastic-ribbed, natural wool in all weights; Scotch wool and Scotch knit,—the same high-grade Imperial quality throughout, the same high standard of fit and finish.

Let us send samples. Write to-day.

Kingston Hosiery Company

KINGSTON, ONTARIO

Penmans' Popularity is Universal! Why?

Because we please the sellers as well as the wearers.

To wearers, Penmans spells quality in the goods, smooth ease and comfort in fit and texture, thoroughness and care in the making, and genuine good value at every point.

This in turn means satisfied customers for the seller, a profitable, unfailing volume of "repeating" business and high-quality reputation that tends to increased sales in other lines of merchandise.

Profit by the trade-winning popularity of the full line—

Penmans

Underwear
Hosiery
Sweaters

N.B.—All Penmans Goods are Made in Canada by

Penmans Limited
PARIS, ONT.

No. 2424

No. 654

—If you're from Missouri

We have the best selling line of Fall shapes you can find anywhere, and we want to prove it. Our traveller may call, but take no chances. Write in now and ask to be shown the lines. Our hats are advertised, they are completely made in Canada, and they are guaranteed.

We Want to Show You

The Wolthausen Hat Corporation

BROCKVILLE

Since before the Telegraph was invented

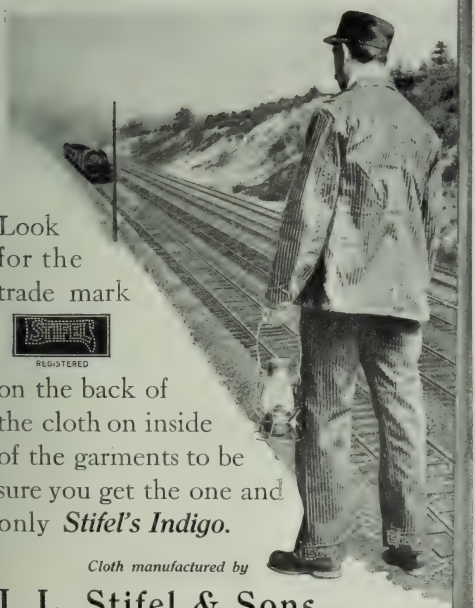
STIFEL'S Indigo Cloth

Has been the standard cloth for

Overalls, Uniforms and Jumpers

STIFEL'S is the cloth that never has been successfully imitated.

You give your customers the benefit of the very best overall cloth made.



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Has caused us to prepare and have ready for *immediate delivery* a larger stock of

Shirts - -	**from**	**$8.00**	**to**	**$42.00**	**per**	**dozen**
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Elk Brand Collars - -			**at**	**1.10**	**"**	**"**
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than we have ever carried at this season before.

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MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 5 TORONTO, SEPTEMBER, 1915 No. 9

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President.* H. T. HUNTER, *General Manager.*

T. B. COSTAIN, *Managing Editor.*

Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

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MEN'S WEAR REVIEW

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UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 140 So. Dearborn St., Room 607, Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1021.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies $1 a year; United States $1.50 a year; Other Countries, $2 a year; Single Copies, 10 cents. Invariably in advance.

MONARCH-KNIT

MADE-IN-CANADA

Monarch-Knit Pictorial News

English dogs of war in gala attire. Today they are stripped for action.

066—A neat coat for juveniles, made in good quality with shawl collar.

M269—Extra fine quality Cardigan Coat for men, made in special colors for club orders.

Owing to the Conditions of the Wool and Dye Market, we would advise merchants to place for their requirements in Knit Goods as early as possible.

We will be mailing folder of "MONARCH-KNIT" lines for quick delivery about September 15th. We would appreciate it if you would drop us a card to make sure your name is on our mailing list.

During the Toronto Exhibition, we will have a full range of samples at Room No. 8, 24-26 Wellington St. W., any business will be appreciated, and will receive the usual prompt attention.

The Monarch Knitting Company, Limited, Dunnville, Can.

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. V. TORONTO, SEPTEMBER, 1915 NO. 9

NEW YORK EXPERT WRITES ON FALL WINDOWS

Using Globe and School Books in Boys' Clothing Window — How to Obtain Magnetic Influence—Condemning Mirror Backgrounds—Features in a Shirt Display —Color Harmony.

Specially Written for Men's Wear Review.

Office of Men's Wear Review,
115 Broadway, New York.

TIMELINESS is a salient factor in the display of merchandise. It determines the direction in which the shop is heading. Going backward, moving along with the crowd or speeding ahead, is readily recognized by the passing public through the aspect of the window display. Metaphorically the window is a binocular through which the passerby observes the up-to-dateness of a shop in its intensified form.

September, with fresh and attractive goods from which to select, offers an ideal opportunity to produce effective results in window trimming. The combination of colors involves a rich assortment as varied as the vivid Autumn foliage; qualities are finer than ever before, and all these go to improve the character of window trims. Then, too, the clearance sales are over, allowing no excuse for heterogeneous displays, and there is every reason why the decorator should make an attractive showing and a strong appeal for new as well as old patronage.

Using Globe and School Books.

Merely showing Autumn goods in September, however, is not what is meant by timeliness, but a showing, for instance, of boys' school clothing, as seen in the first illustration here brought to your attention, just when such apparel is in demand, is a good example of the kind of timeliness that impresses the public. The suits here shown are selected as being particularly suitable for school wear, but as school clothes have few distinguishing features in themselves, a trim of such would make no special appeal unless accompanied by a striking window card or some familiar school accessories such as are noticed in the trim here seen.

Demonstration is always good in exhibiting merchandise and especially is it effective in the above display. It is noticed that the trimmer has carefully avoided the mistake of over-decoration. Only a globe and a few school books are in evidence, but they are ample for the purpose of demonstrating distinctly the character of the clothing.

Securing Magnetic Influence.

The suits are of Scotch tweeds in soft grey, and are well posed to look their best, both front and back views being shown. Hats of material to match the suits are also included. It is noticed that the trimmer has carried out a very unique design in the general setting of the trim, the unsymmetrical arrangement of which adds materially to the classy effect. The value of decorative treatment in the display of boys' clothing, as in other items of dress, is here well illustrated. Take away the table which is used as a pedestal in the centre of the trim, the rich green velours background and drapes which add a striking contrast to the color scheme, arrange the garments here shown in a symmetrical group and you will have robbed the display of its greatest drawing power. You will not only have reduced the magnetic influence of the window, but you will have reduced the apparent value of the garments themselves.

Mirrored Backgrounds Undesirable.

Any shop should be able to produce a trim of this artistic character without difficulty. The objects used in the scheme of decoration are all available. It is easy enough to procure a suitable table, and sufficient material such as velvet and plush for the foundation drapes is usually on hand in any well organized shop. The draped background, however, is not essential. It was necessary to cover up a mirror in the trim here depicted. One can readily appreciate the advantage of overcoming the mirror

Timely display of boys' school clothing, from Gimbel Brothers, New York.

reflection when it is desired especially to emphasize certain articles such as the suits here exhibited. If the mirror were exposed to view a confused group of units would be the result. In fact, excepting in rare instances, mirrored backgrounds are a very undesirable feature in a window. They reflect not only the back of the fixtures and window cards and also prevent distinctiveness in posing, but reflect the passing panorama of the street which is always a serious detraction from the effectiveness of the merchandise on view.

Beautiful Display of Fall Suitings.

An exceptionally beautiful opening display of new Autumn shirting material and cravatting silk by Kaskel & Kaskel, Fifth Avenue, is next pictured. This display is a typical example of exclusive window trimming and a careful study of its composition will doubtless be especially interesting to shops catering to a select clientele. But the advantage of such trims is by no means confined to the exclusive, as nowadays popular shops are adopting the same principles in their window decoration when space is not too limited. The reason for this is obvious, as the so-called artistic trim tends to greatly refine and define the character of the merchandise.

The shirt here seen is of silk and flannel mixture. It is made with a plain bosom and double cuffs, which style will doubtless be much worn during September while the weather is still apt to be hot and sultry. This practice is doubtless more logical than offering something that is not yet actually in demand. The color scheme of the shirt which matches the piece goods in the accompanying drapes is a remarkable combination of dull blue and old gold. As neither of these colors photographs strong, one cannot fully appreciate from the illustration the striking effect of this combination.

Cravatting silk of a particularly handsome quality is well shown to reveal its effectiveness. Its color scheme is a rich combination of indigo, orange and green woven into a pronounced brocaded pattern on a solid black ground. Enough cravats of this material are displayed to show the effectiveness of the silk when made up. Attention is also called to the smart collars included. This particular shape

Opening display of Autumn shirting materials and cravatting silks from Kaskel & Kaskel, New York.

of collar permits the generous knotting of the cravat, which is well demonstrated in the various poses.

High Drape the Predominating Feature.

The high drape in the rear is unquestionably the predominating feature of the window. It is formed by draping shirting material in a series of horizontal folds over a cross-bar stand. The shirting is also continued in soft flounces over a part of the floor, forming a suitable foundation for the shirt unit. A strip of cravatting silk is folded into a fan-shaped design and pinned firmly in position on top of the shirting drape. Another strip of shirting material is folded over a walking stick which is seen on the left, and the wide end of a four-in-hand is here used to add to the decorative effect. Dark green plush is used as a foundation covering for the base of the window. There is nothing intricate in the various poses, but as a whole the trim has a decided individuality that is largely due to the balance, spacing and beauty of the color scheme.

Avoiding Clash in Color Harmony.

It may be safely asserted without fear of contradiction that Autumn has been credited with a more vivid and contrasting combination of colors, particularly in shirts and cravats. Some of the most striking of these are royal purple, navy blue, Turkey red, dark cerise, emerald green and Persian orange. These colors being very attractive, their treatment in window decoration is striking yet none the less difficult of execution if one is to avoid a clash in color harmony.

If a careful study be made of contrasting materials, one can hardly fail to realize that it is more difficult to exhibit strong colors to good advantage than the softer tones and less conspicuous patterns. To mass vivid colors together would practically rob the goods of all their individuality, while on the other hand to spread them out too much would result in too bold an effect. For these reasons alone contrasting materials present a problem, the solution of which requires a thorough study of arrangement and knowledge of color harmony.

The window artist who regards his task as merely a draping of a few articles on a few fixtures, so folk outside may see them, has a woeful misconception of what knowledge really is required to properly present the shop's offerings in a way that will invite inspection, create interest, and convince one of the advisability of placing his order right there and then.

Maclean
New York.

Playing Up To Big Local Event

This is a feature of window dressing that is lost sight of too frequently,—labeling a big local function in a window trim. Windows are dressed for a horse show, for races, for St. Patrick's Day, Dominion Day, Hallowe'en, and so forth, but seldom is any effort made in a medium-sized city or town to connect up a social or sporting event by actually naming it in the display. Here Mr. Wolff of Cressman's, Peterborough, focussed the attention of all who were planning to attend the "Belmont Club" At Home by using the name on a card and then gathering in one trim all the evening clothes and accessories that would be required: the dress suit, gloves, shirts, collars, programmes, etc. It is not surprising, then, that thus identified with a social occasion that stood out most prominently at the time and was attended by hundreds that many sales were the direct result of that excellent window.

OVER 1,000 DISPLAY MEN IN CONVENTION

Number of Canadians Attend International Meeting in New York — Stunts in Men's Wear Trims—Display Window as Sales Promoter — "Wake" of the Trimmer.

Special for Men's Wear Review by Canadian Delegate.

NEW YORK, August 5 (Special).—The eighteenth convention of the International Association of Display Men was brought to a close to-night and nearly two score Canadians are not sorry they came. Over 1,000 were here from all over America and when we marched in in a body on Monday last shortly before noon—after a trip in our own car from Toronto—they gave us a right hearty welcome. Apart from the very excellent educational programme and visits to New York's greatest stores, the most entertaining part of the four-days' programme was the "Wake" of the Window Trimmer—put out in the third round by the Display Man. The "Wake" of the "Window Trimmer" in Canada was held as a matter of fact one year ago, at the third annual convention in Toronto

Exit the "Window Trimmer."

As a local trade paper put it:

"The king is dead—long live the king. Both kings in this particular case were window men. The victor, Display Man; the vanquished Window Trimmer.

"Although nearly twice the size of his opponent, the longer experienced in the game and better known by those at the ringside, Window Trimmer fought a game, but losing fight last night at the banquet of the International Association of Display Men at the Waldorf Astoria. The loser fought hard all through the short fight, which came to an abrupt end in the third round, but the clever, confident, onrushing Display Man was too strong for the old veteran

Showing Up Pyjamas and Smaller Lines in "Off" Window

This is a type of window that has proved a sales-getter for the Eaton Annex. It is the south one of two windows, the northern being reserved usually for ties and shirts. This is devoted mostly to pyjamas and underwear with hosiery and dressing gowns figuring at times. When this view was taken in July there was a showing of men's bathing suits. There was a general ticket in front and smaller price tickets on each suit. Summer underwear, pyjamas and hosiery also were shown in smart draping and these also were price-ticketed. The upper glass shelf, suspended from the top by silken cords is also utilized. Three shades of plush are used to soften the ground,—green on the shelf; and a golden brown and a red for the lower trims. The window is changed two or three times a week. The natty arrangement of the garments is worth a study. The trimmer was Eric Taylor.

Attractive Fall opening display of Claman's Limited, Vancouver. This is a well-arranged window with lots of variety in make-up and trimming devices. It is too well balanced, if anything.

and so he went down to defeat and death, conquered but not disgraced.

It took a short jab to the chin to do the trick. When his seconds and friends forced their way to his side in the ring, where he lay full length on the floor, Window Trimmer was breathing his last, beyond all human help. In his place stood Display Man, the youngster who in just a year has spanned the divide that separates mediocre from perfection. He received his laurels with calm dignity and happy satisfaction.

"Display Man weighed in at 140 pounds; Window Trimmer at 190, ringside. Official time, 9 minutes, 20 seconds."

At the election of Officers, A. J. Edgell, who was one of the speakers at the Canadian convention last year, and who has contributed several articles on the use of electricity to Men's Wear Review—and will again—was elected president.

Among the Canadians who took a prominent part in the convention was Mr. "Jack" McNabb, of Peterborough, our president, who was recalled at the close of his paper to receive a share of applause.

Round of Applause for Canadian.

A prominent New York trade paper which is giving prominence to his address said at one point:

"Mr. McNabb got a round of applause when he said that in the past the advertising man of a store had a comfortably fitted office of his own while the display man—formerly the window trimmer—had his working quarters in a corner of the cellar. The applause was taken to mean that many in the audience have since graduated from the cellar corner to offices of their own 'upstairs.'"

New Stunts in Men's Wear.

"New and Practical Stunts in Men's Wear" was the subject of a demonstration of particular interest to men's wear stores by a display man who is becoming well known to Canadians through trims that have appeared in Men's Wear Review—Walter F. Weiner, of Brill Brothers.

"There are a great many ways of handling men's wear and there is no one particular way which may be called the right way," he began. If a display is attractive and is correct as far as the blending of color is concerned, and produces results from a commercial standpoint, that display is correct.

One of the most important points of correct display, said Mr. Weiner, is the selecting of merchandise. The colors should be correct in every detail, as there is nothing that will mar a display as quickly as wrong color combinations."

Care in Color Scheme.

Mr. Weiner continued: "No matter how well a display may be arranged, as far as the layout is concerned, or how artistically you have draped the merchandise, the display is all wrong if the color scheme is incorrect. In showing men's wear make each and every article in the display

Soliloquy

With profound apologies to either Shakespeare or Bacon or both

To be or not to be, that is the question.

. . . . . .

Whether the loose coat or its counterpart,
The tight, which closely fits the form, will have
The bigger run for Fall and Winter next?
Aye, there's the rub.
We tried in early Spring
To settle it, and gave
Opinion then in favor of the loose,
And bore with some who said to us, "Nay, nay!
Will your prediction hold when Fall arrives?
We think it not; *our* overcoats for Fall
Will be the tight variety." Yet now
A number of the manufacturers—
The greater number—for the Fall pronounce,
Corroborating our prophetic sight,
That most men, in particular the young
And smartly dressed, will don the looser coat,
And though the tight and snug coat surely will
Be something worn, we think it will not share
The popularity the looser one
Will have.

. . . . . .

But hold. I add a personal note:
It is a mournful one. Alas, alack,
What care I if the coat for Fall be loose
Or tight, or both or either, all or none,
Hey, lackaday, ah me, ah mis'ry me,
I can't afford to purchase one at all,
But must make do with one that is, at least,
An aged one,
And really done
Some years ago.
I know 'tis so.

H. S. E.
August, 1915.

stand out. If a garment has any special feature such as silk lining, or a fancy back, show that particular feature in as distinct a manner as possible, but in doing this do not lost sight of other parts of the garment. Give them all fair play and show them in their true and natural form.

"If you want to give the side view of a coat, do not hang it on a fixture in such a manner as to convey the impression that you are a success as a builder of scarecrows. Take the coat and arrange it where you want it to remain. Adjust your stand the proper height for draping the garment, then stick to that garment till you make it look tempting. Fill it out at the shoulders and drape the skirt gracefully. Bring out the form of the sleeve work, here and there, all over it, until you get it right. It may take time, but that is what you are getting paid for, and if you do your work well you will get well paid for the time you take to do it. Hide the top of your fixture with a pair of gloves or a tie or both, and a cane for a final smart touch, and the drape is complete."

Used a 34 Form.

Mr. Weiner said he generally used size 34 form, "as small forms have more character and make a smarter display. Correct forms are absolutely essential to correct display."

Show Window as Sales Promoter.

Mr. McNabb's address was on "The Show Window as a Sales Promoter." Some of his bright remarks on this topic included:

"As inevitably as fate itself a good window display will sell more of the goods displayed and the cash receipts will show it. Some of the highest-price space in the world is in show windows, but they more than pay their cost in the increased number of sales made. Good window displays are not only good business builders—the lack of them turns away our trade for the benefit of our wiser competitor.

"Remember the store front makes the first impression, what will you have, 'good,' or 'bad.' Store fronts like men, are judged largely by their appearance—make yours the best appearing. A poor neglected store front will do as much good as no front at all!

"Buying centres are formed by attractive store windows. Take any city of moderate size and group in the same block three or four stores noted for their individual and interesting window displays, and you will find that there is a buying centre. The public wants to be shown, and they will go any place where there is enough for them to see.

Change Location or Change Window.

"A merchant who has not a window that will admit of suitable display should change his location or change his window.

"Appropriate display fixtures are the most essential requisites of a well constructed window. Gold-lacquered fixtures are usually preferred to oxidized or nickle ones. As gold appears warmer and looks well with all colors of merchandise.

"Arrange with the advertising manager to advertise your window displays.

"No matter what kind of merchandise you are displaying always display a card describing the goods and make this description as short and as snappy as possible, using plain lettering so the passer-by can see and read without stopping. Have the cards in your windows of uniform size, avoid brilliant colors, it shows poor taste and crude judgment and is a detriment to the merchandise displayed, your show window cards should never carry an appearance of a circus poster.

"Don't overcrowd your displays. If you are catering to a high-class trade be careful that the window has a refined appearance and on the other hand if you wish to appeal to the cheaper trade trim your windows accordingly—making the display a little stocky—but not crowded. No matter how good the merchandise a crowded window has the appearance of a junk pile."

PEARL GREY WILL DOMINATE FALL SOFT HATS

New York Correspondent Picks This Out as Radical Change From Dark Shades—New Light Weight Line Showing—Overcoat Makers Still in the Air—Soft Collar Proved Weak.

Forecast of Autumn Fashions.

Coming

Predominance of corded linens and silk mixtures in shirts.

Very rich colorings in shirts.

Oblong handkerchiefs instead of square.

Self striped borders in place of hemstitched.

Grey favored as early autumn shade in suits.

Distinctive self pattern in weave of evening wear fabrics.

Evening waistcoats show brocades in jacquard designs.

For dress wear form-fitting, double-breasted overcoat, with deep soft roll lapels. Box overcoat for older men.

Pearl grey keynote to soft hats, which will continue great popularity.

New lightweight felt for early Autumn.

Conservative models in stiff hats.

Sport shirt, Palm Beach suits and white buck shoes tried out by smart men and accepted.

ALTHOUGH New York, now more than ever before, is looked upon as the trysting-place of fashion, it would scarcely be fair to the average man to judge the present-day vogue entirely from the viewpoint of Fifth Avenue. Nor can one safely judge at this particular season the prevailing styles from the throngs that constitute the pulse of the Great White Way, as visitors from far and near are surging the length and breadth of this cosmopolitan thoroughfare. Many of the prominent Broadway shops, too, are still lingering in the wake of clearance sales, as business was dull in the beginning of the Summer, and the showing of Autumn goods is naturally deferred as long as possible. But by closely observing the character of merchandise being sold at unprecedented reductions, the occasional advance display of new Fall goods in some exclusive shops and also the styles sanctioned by well dressed men in all walks of life, one can disentangle from the harum-scarum mesh of varied fashions the most approved tendencies and also arrive at a fairly accurate forecast of Autumn offerings. Predictions by the manufacturers of various dress commodities as to what will be popular is often a poor barometer to go by. The wearer himself and the shop that caters to a discriminating clientele are unquestionably the safer guides.

So far, the early showings of Autumn shirtings are only seen in the exclusive shops, and everything pertaining to style seems to hinge on striking colors. There is certainly nothing new in weaves. A predominance of corded linens and silk mixtures is evidenced. Colored grounds and stripes are shown in wide assortment, and starched cuffs and pleated bosoms are claiming the attention of the best custom shops. This is also true in regard to the orders placed by the popular merchant.

Soft Collar Praised More Than Worn.

With the waning of Summer comes the waning of the soft collar vogue. This is contrary to the claims of the makers, but the tremendous popularity of the soft collar predicted by the manufacturers was also disappointing. It seems that soft collars have been praised more than worn. Ninety-nine men out of a hundred prefer the starched effect under all conditions, at all times and in all places. This deduction is arrived at wholly by close observation. There is no doubt but that the soft collar is comfortable, but with all its recent developments and improvements in construction, shape, etc., it does not look spic-and-span. It seems that regardless of the proverbial utterances of fashion commentators and clever ad writers, its tower of vogue is shaking at the very foundation, excepting for certain sports in which category of dress, the soft collar properly belongs, although even here the limp attached collar is quite as satisfactory.

Neckwear for Autumn presents a dazzling array of richness in colorings, in which burnt orange, maroon, laurel green, deep navy and royal purple predominate. Simplicity in pattern such as treatments in detached floral effects on solid grounds, combinations in stripes and figures and miniature reproductions of old tapestries and oriental rug designs are favored. Checks and contrasting stripes are conspicuously absent in the present displays for Autumn and many of the expensive cravats show richly brocaded patterns in splash grounds and Autumn colorings. In every instance, nevertheless, the patterns are not intricate but large and bold. Neckwear for Fall and Winter promises to be unusually interesting owing to the fact that instead of several distinctive types to demand one's interest only cut silk cravats loom up strong. This means that the makers will put their entire energy into the production of a certain character of goods and doubtless we will have an unusually fine selection to choose from.

The popular vogue of colored and fancy handkerchiefs still continues to hold sway. For day wear white linen with contrasting borders, such as stripes in black and white on a solid grey border or green and white satin stripes on a soft chamois tinted border.

Handkerchiefs with narrow borders also seem to be coming in again. These borders are not conspicuous but are in delicate tones of turquoise, heliotrope, tan, Nile green and the pleasing shades of subdued Autumn colors. It seems now that the all-white handkerchief is sanctioned only for formal afternoon and even-

OBLONG HANDKERCHIEFS SHOWN IN NEW YORK

Plain Whites Only for Formal Wear—Ties Show Dazzling Array of Richness—Self Pattern in Weave of Evening Suit Fabrics—Remarkable Strength of Sport Shirt and Palm Beach Suit.

Special Correspondence of The Review.

ing dress. Embroidered monograms are very popular, the latest of these showing cut-out grounds. For evening wear the exclusive shops are showing handkerchiefs of sheer white linen with self-striped borders or grounds and corded edges which take the place of the usual hem-stitched borders. Oblong handkerchiefs instead of square are a novelty being shown by one of the most exclusive New York shops.

Distinctive Self Pattern in Evening Wear Fabrics.

In the new Fall models in sack suits the two-button jacket is a strong feature. In shape the form fitting model is still sponsored and the lapels are designed much narrower than the wide effects seen last Spring. The trousers are still short and trim in fit and made with cuffed bottoms.

Double-breasted jackets are coming in strong for Autumn but they are only becoming to the slender figure to which they lend a look of breadth. The short man and undersized type should avoid them as they tend to exaggerate his out-of-proportion build and flatten him out. Grey is sponsored by the best custom shops as a desirable color for early Autumn.

The favored evening suit fabrics for Fall come with a distinctive self pattern in the weave. Shadow stripes, invisible checks and diamond figures in black upon black are "smartest" for both the swallowtail and Tuxedo jackets. The same idea of pattern (to pick out the high lights) applies to the evening waistcoat whether it be white or black. Merely plain fabrics are too lifeless to tally with the present day fashions. Some of the newest effects in evening waistcoats show brocades or jacquard designs which scintillate with many points of reflected light.

Overcoat styles are yet quite questionable since the covert cloth is not to be revived. Some authorities claim that big coats will again be popular while other equally good authorities say that only snug fitting overcoats will be in style for this coming Fall and Winter.

It is apparent that in the dress overcoat for young men, fashion is veering toward the double-breasted form-fitting garment. It is made with deep soft roll lapels, a high velvet collar and buttoned-through front. There is also no question but that for older men the box overcoat with medium white lapels, fly-front and broad velvet collar will be favored. From all indications, in the absence of any distinctive innovation there will be a varied assortment of styles including storm coats, great coats, balmacaans, raglans, ulsters, etc. Regarding fabrics the choice will be quite as varied in smooth, rough, heavy, light, waterproof, etc. That no single style is particularly favored is a condition unprecedented in the matter of overcoats.

The popularity of soft hats will continue unabated. Pearl grey is the dominant keynote in color scheme while light brown and green in distinctively new shades are seen. But each season, just as every song, has its keynote and grey is unquestionably to be the dominant color in soft hats for Autumn. The Renaissance of the pearl hat makes a rather radical change in color since brown and green have been so popular. Men who have been wearing dark mixtures in fabric effects, dark greens and the like, will doubtless feel it incumbent to adopt the new soft felt in pearl grey or one of the new colors if he regards "smartness" in dress a factor in his existence. A very noticeable feature in the new Autumn soft hat is the smooth finish instead of the rough nap effects so popular a season ago.

In shape the Alpine has come into prominence once again. After the bedlam of freakish soft novelties that reached the height of excess last year this smart and dignified hat will doubtless meet with instant favor. The crowns are full and the brims are well rolled on the sides. Both bound and welt edges are to be extremely popular. The bows are conservative in proportion and placed strictly on the side. In all the better makes of soft hats the fancy and rear-quartered bows are absent. Flat set brims are being shown in the new felt effects but this is evidently only the undercurrent that will meet with little favor—merely a wasted drift under the surface of style. Light weights par-

Going

Waning of soft collar vogue which has proved very disappointing all season to the manufacturers—"Praised more than worn." Position being shaken at the foundations.

No ties strong except cut silk.

All - white handkerchief sanctioned only for formal afternoon and evening wear.

Later models confirm death of wide lapels on coats.

Rough nap effects in soft hats displaced by smooth finishes.

Flat set brims in new felt shown but merely an undercurrent.

Fancy and near-quartered bows absent.

Pearl colored derby being tried, but likely to meet with same failure as brown derby.

ticularly in the better grades of soft felts are a new development that is evidently superseding the old type of soft hat. They are made of extremely firm texture that will "hold up." Some of the newest models are exceptionally light and are worn in somewhat negligé effect. They are as comfortable as a straw hat and even lighter in weight. For early Autumn wear they are a welcome change from the straws.

In the wake of the pearl colored soft hat, the pearl colored derby is scheduled for a try-out this fall. It is thought that its color harmony with the still prevailing vogue of grey upper shoes will commend it to the smart dresser. This is merely a notion of the moment, however, and it will doubtless meet with the same failure as has the brown derby. From one of the best authorities one is assured that the black derby is certain of its usual supremacy.

Conservative shapes in derbies predominate. Very few novelties or extreme dimensions are shown. The new models have moderately high crown and medium to narrow brims well rolled at the sides.

Popularity of Lightweight Togs.

As long as warm weather abides the vogue of warm weather attire will hold sway and we note some very interesting features in light-weight togs in the evolution of fashion. It is noticed that the "sport" shirt has unexpectedly made a favorable impression upon the general public. At first only actors dared appear in the spotlight of public gaze attired in the breezy comfortable garment with unthrottled neck and generous in dimensions, with the sailor-like collar sometimes worn outside the jacket, sometimes buttoned up like a soft fold collar, with a loosely knotted poplin four-in-hand, but now they loom up everywhere in town as well as at the seashore.

The very same thing is true of the Palm Beach suits and white buck shoes. People at first simply would not willingly sanction these innovations but now that they have been tried out by smart men and proved a boon to comfort as well as good to look upon, everybody who is "somebody" finds his wardrobe incomplete without a suit of Palm Beach cloth, Shantung or pongee silk. It may also be interesting to mention in this connection the accessories that usually accompany this outfit. Either the leghorn or Panama hat is mostly seen, although sennit straws are considered quite fashionable. Puggaree bands of Shantung silk with either polka dots or clusters of cross stripes are much used on Panamas. The shirt is usually of crepe silk, preferably plain India tint with soft cuffs. One would think that the collar might also be soft, but it is not, that is in the majority of instances. Men seem to cling to the stiff fold collar and particularly the flexible starched kind mentioned last month. The cravat is usually light in color to match the suit or black which contrasts smartly with light colored apparel. With white buck shoes and either champagne or black half hose one looks really well and attractively dresed.

Men are even going without coats, for instance almost any afternoon or evening it is possible to see men venturing a block away from their hotel in negligee dress, consisting of a Panama hat, a long pointed fold collar, bow tie, pongee silk shirt rippling in the breeze, white flannel trousers, white silk hose and white buck shoes. Heretofore such a turnout was frowned at but the public to-day seems more inclined to look with envy upon the sensibility and comfort of such dress. This only comes to show what we may expect to see when another Summer rolls around.

MACLEAN, NEW YORK.

The Canadian Meeting

Members Decide to Hold Next Year's Convention in Toronto—Winners of Prizes in Competition.

NEW YORK, August 5 (Special).—The annual meeting of the Canadian Association of Display Men was held in the Breslin Hotel on Tuesday evening, August 3. Every member attending the convention was present, together with Mr. A. J. Edgell, the president-elect of the International Association and Mr. A. E. Hurst, both honorary members of the Canadian Association.

The president, Mr. J. A. McNabb, Peterboro, made an earnest appeal for new members and after the report of the secretary-treasurer, Mr. F. J. Thompson, St. Thomas, Ont., the following officers were elected:

There was no other name mentioned for the presidency and Mr. McNabb was re-elected by acclamation. The same honor befel Mr. Thompson, in both cases for the third year in succession.

The complete list of officers is as follows:

The officers for '915-16.

President.—J. A. McNabb, Peterborough.

First Vice-President.—A. W. Mindeson, Regina, Sask.

Second Vice-President. — W. A. Andrews, St. Thomas.

Secretary-Treasurer. — F. J. Thompson, St. Thomas.

Executive Committee.—L. Veale, Chatham; S. Moon, Ingersoll; W. S. Hay, Kincardine; W. G. Moir, Hamilton; H. H. Black, Men's Wear Review.

The place of meeting for next year's convention did not take long to settle. It was decided unanimously, to return to Toronto where the first three had been held. The association will affiliate with the International if the Canadian organization will be allowed to continue, separately, its own rules and contests.

There was a spirited competition for the Silver Cup given by The Review and the gold and silver medals, awarded as prizes in the annual competition for window trims, advertising and card writing.

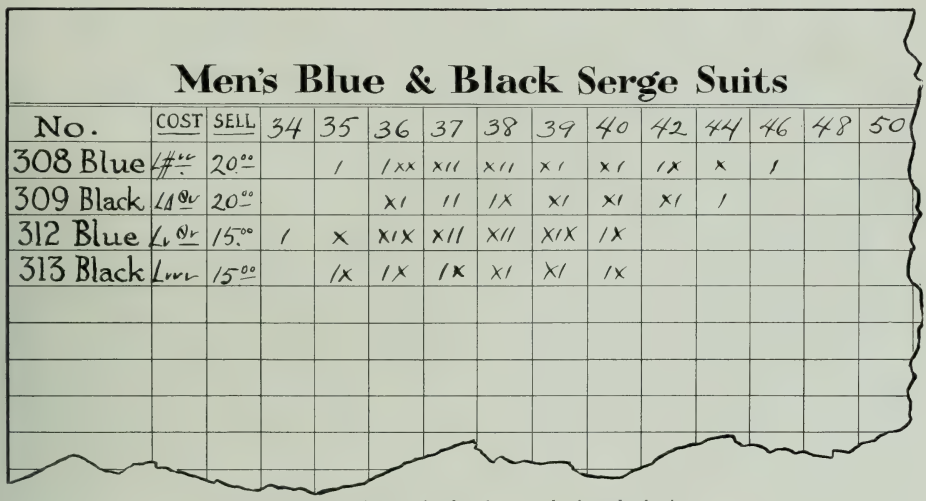
The Prize Winners.

The judges of the competitions were leading members of the International Association, Carl F. Meier, of Iowa; Mr. Hoffstadt, past president of the I.A.D.M., and Mr. A. J. Edgell, the new president of the I.A.D.M. No names were allowed on the entries.

The Silver Cup for the best six windows was won by Mr. Thompson; the gold medal in class 4 by Roy C. Root, of Napanee; the silver medal in the same class by Warren Andrews, St. Thomas; the gold medal for men's wear trims by Mr. Hazel, of Gaudet & Co., Sault Ste. Marie; and in class 8, ready-to-wear, the gold medal went to A. W. Murdison.

In cardwriting the gold medal in class 1 went to A. G. Munroe, of Portage la Prairie, Man.; and the silver to Will Surman, of Fort William. For price cards the gold medal also was won by Mr. Munroe, with Mr. Murdison securing the silver.

The gold medal for advertising was awarded to J. A. McNabb, and the silver to C. Laurence Whitney, Orillia, Ont.



Men's Blue & Black Serge Suits

No.	COST	SELL	34	35	36	37	38	39	40	42	44	46	48	50
308 Blue	[illegible]	20.00		/	/xx	x//	x//	x /	x /	/x	x	/		
309 Black	[illegible]	20.00			x/	//	/x	x/	x/	x/	/			
312 Blue	[illegible]	15.00	/	x	x/x	x//	x//	x/x	/x					
313 Black	[illegible]	15.00		/x	/x	/x	x/	x/	/x					

Form used in Bristol store for keeping track of stock of mits.

TEN MINUTES A DAY AND AN HOUR A WEEK

These Keep Stock Book in Working Order—A Simple Method of Checking Contents of Shelves—Comparing With Corresponding Month in Previous Year.

Form used in Bristol store for keeping track of stock of suits.

WE have persistently claimed in Men's Wear Review from time to time, illustrating by example, that system in stock ordering, stock taking, selling and indeed in every handling of stock, is of paramount importance in the conducting of a men's wear store. This is an age which of necessity runs after system. The twenthieth century is method mad. The rough, the shuffling, the untidy, the unsystematic are at a loss when they are up against the methodical and well systematized and neat and tidy handling of business. This is so in every kind of business, and it is just as true of men's wear as of any other kind of wear. Time after time you hear of retailers "coming a cropper"—to use a colloquialism—because they did not know what they had ordered, nor when they had ordered it, nor whether the stuff they received was in excess of what they had ordered. Mr. Wells showed this in his amusing, nevertheless serious novel, "The History of Mr. Polly." Mr. Polly was a dry goods man in England who ruined his business and ruined his life to a certain extent because he had no system in his system, and no method; no proper systematic way of handling his affairs.

It is therefore a pleasure to come across a store which has made itself successful and which has made itself exemplary because of its strict adherence to a systematic handling of its business. This is the case of the store of A. Bristol & Sons, of Picton, Ont. What we are going to say with regard to their store system is true of all their departments, but it is particularly true of the men's wear section, which is one of the best for a town the size of Picton that we have come across.

System is the motto, and is the watchword. For instance, whenever a traveller calls, or whenever an order is sent to a manufacturer's house, whether it is for 10 studs, or for twelve dozen suits, a complete detailed order form is kept in duplicate at the office. This saves all sorts of unpleasantness, and saves a good deal of loss as well.

"There are a great many people," says Mr. Bristol, "who lose all kinds of money and get in wrong with manufacturers, simply because they don't keep a copy of the order they send. That is not the case in our store. Everything that is ordered here is written in duplicate so that when the account comes in accompanying the goods ordered it is checked off with our order form and we can make sure that it corresponds."

It is with particular regard, however, to the way in which this system is applied to keeping stock that we want to talk just now. On this page we reproduce a sample page from the stock book of the men's wear department in this store. A quick look at it will show just as well as we can describe exactly how each line of goods which this department handles is noted in the stock book. It will be seen in this case that at the top of the page is written a full description of the class of goods; for instance, "Men's blue and black suits." In the first column is written the number of the suit; in the next the cost of the suit to the firm, and that is written—be it noted—in cipher; then the selling price is written. The next 12 compartments are devoted to different sizes of the suits. Every provision is made for sizes from 34 to 50, as will be seen. In this particular instance there was one blue suit of "No. 312," which was size 34. This can all be seen from the reproduction below. It is thus very clear and as soon as the head of the department wants to know how many 312 Blues in size 34 he has in stock he can look

at this column and it is all there laid out ready for him. He does not have to dive into his shelves nor look at other records, nor get out dusty correspondence; it is all there straight in front of him on one page of the stock book.

Now each of these compartments indicating the stock of suits on hand is made to correspond precisely with the stock on the shelves in the store. It is done by the very simple expedient of listing howeved many suits there may be in any particular size, any particular number in the proper compartments, and then, when one suit is sold, simple expedient of listing however many suits there may by a diagonal stroke. We show this again on this page so that the reader may understand exactly how it is done.

Here, then, in one book is a complete record of the complete stock. What is true of men's blue and black serge suits is also true of hosiery, shirts, boxes of collars, overcoats, accessories, and every other blessed thing which is being sold in that department. A page is devoted to a record of each and this stock book is kept in this simple but very effective manner that we have indicated. Whenever an article is sold it is marked down on a check—the check which goes with the bill—and at the end of the day the head of the department simply takes the checks and compares them with the stock book, noting on every page what has been crossed out and therefore how much of the stuff remains.

Ten Minutes a Day.

Note the remarks we have just made about writing down on every check given, that is, for every article sold, the full description. This is done very quickly; it does not take a minute more and it affords a particular and good check on every transaction. We do not mean to say that all the details are written down, but the number of the suit and the size is written down, and therefore it is a simple thing to check it off at the end of the day.

In conversation with Mr. Bert Tully, who is at the head of this department in this particular store, The Review elicited the information that 10 minutes at the beginning of every morning and an hour once a week are enough to post up the records and keep every stock book exact and indubitable.

Comparing Results.

We made some remarks just now with regard to the system of keeping stock and balancing stock and comparing stock which is followed out right throughout this big store. This is exemplified still further by the fact that at the end of every six months the transactions for the six months previous are compared with the corresponding months of the year before. They are compared week by week, and day by day. In this connection it is seen just how much stock there was and of it just how much was sold for the last six months, and then it is seen how much was bought and sold in the six months of the year previous. It is therefore easy for the man who is doing the ordering to see how much stuff he will require in one particular line for the next six months.

This is another part of the system obtaining in the Bristol store, and we shall go into this in a future issue. Meanwhile it is sufficient to say that by keeping such adequate and yet not too detailed record of what there is in the store and what is sold and what is not sold, the wheels of business machinery are kept running smoothly, wisely, economically, and well.

RAILWAY MEN DEMAND HIGH CLASS LINES

Good, Steady Salaries and an Eye for Quality—Have a Partiality for Blue Clothes—Farnham, Que., Men's Wear Store Gets Good Prices From Men of the Steel Road.

Special to The Review by Traveling Staff Writer.

MONTREAL, August 18—(Special).—Farnham, in the Province of Quebec, is a divisional point on the C. P. R. It is a railwayman's town, and although the population is small, there are enough men there to support a really good haberdashery store. This is operated by George Clement, Ltd., who has other stores in various Quebec towns.

When one thinks of a railwayman's store, one instinctively thinks of gloves, overalls, caps, drill shirts, in short, of workingmen's clothing. The store of George Clement does not give that impression. He does a high class tailoring and men's furnishings business—with railwaymen.

This is a class of men not very seriously affected by the war. They buy thirty and thirty-five dollar suits, and occasionally go in for a dollar or a dollar-and-a-half tie. That cannot be called a cheap trade, and the appearance of the store gives the lie to such a suggestion. Strange to say, this store does not handle overalls. There are other stores in town that do. With a heavy demand, there was naturally keen competition for this business, with resultant cutting in profits. The haberdashery store eventually left it for the others to fight out for themselves.

Take men who are driving or firing locomotives, or conductors; their wages run anywhere from $100 to $150 a month. Even in dull times they get this pay, so that stores in Farnham do not feel the depression as keenly as in a manufacturing town. Of course, it is felt a little, as there are young men who used to run spare trains, whose trains are cancelled now.

Railwaymen are a body of men who go more in for blue than any other class. George Clement, Ltd., sell a big proportion of blue suits. Gloves are a big line, and it is the only line this store handles specially for railwaymen. A new pair is required on an average once every month, as these workmen are hard on gloves. They never buy anything cheap, paying from a dollar to a dollar and a half per pair.

Just as in their clothes and gloves railwaymen buy stuff of first-class quality, the same with other lines of haberdashery. For their hats they will pay four to five dollars, in many cases insisting on the best hat made. Naturally there is a good demand for celluloid collars, which runs to about half of that for linen collars. The only trouble as far as the dealer is concerned, is that they last too long.

With his big pay, and his disposition to have something nice when his run is over, the railwayman goes in for sports, and equips himself to enjoy it. Sports shirts have been in heavy demand this year, and all other lines of Summer goods.

PARABLE OF THE BLUE HAT THAT WASN'T

By H. S. E.

ONCE upon a time there was a retailer who sold men's wear. He was a good man and true but he had a failing; he was absent-minded. He forgot things. He was the sort of man who would work all day like blazes, and at the end of the day he would not be able to point to much work done. If he hauled a bale of cotton goods upstairs he would stop to wipe the perspiration from his forehead, during which time the bale would roll down again, and then, looking at the wreckage he would say: "I didn't think the bally thing would do that, y'know."

One day he perceived that the sun was very hot indeed. He was glad of this because he had bought an awning for his window and he wanted to use it. He loved that awning like Benjamin Franklin loved his whistle, and like flies love jam.

So he went out and pulled down the awning. And he stood and surveyed it, and thought what a poetic thing an awning was and adapted Omar Khayam to sing its praises. Then he went into his store.

Now this next bit is not for publication, but the fact of the matter is that it was warmish and as the retailer had just lunched, both otherwisely and well, he could not refrain from taking a nap. Picture him then slipping further and further into the arms of Morpheus, (it's perfectly proper! H.S.E.) among the collar boxes and the straw packing on t'other side the counter.

"I want a hat!" This was the phrase which awoke him. Its welcome sound collected his scattered wits in an instant and he nearly jumped over the counter at the prospect of making a sale for the most of the men in the town had gone to share in the delectable business of knocking the "I" out of the Kaiser, and it made a difference to sales.

So with alacrity (I use this word because it sounds as if I possessed a vocabulary) he proceeded to sell the man a hat. He had a "wide and varied range" (see our "Apt Aids to Artful Aids"), and at last the customer chose a lid, tile, chapeau, roof, hat, piece of head gear, or anything you want to call it.

"This is blue isn't it?"

"Blue it is," said the salesman, flicking an imaginary molecule of dust. (Good word "molecule."—Ed.)

So the man bought the lid, tile, chapeau or any of the other names I enumerated, and requested that it be sent up. The retailer promised that it would, thus directed the junior, and returned to the arms of Morpheus for forty more winks.

* * *

The hat was duly sent up. That night the man who had bought it wore it and had it admired. He took it in his hand, fondled it affectionately, and exhibited it to his fellow habitués of the club. These gentlemen passed judgment upon it by agreeing it was a "A Peach," "A Pippin," "A Swell Tile," "Some Lid," "One Hat" (which is Broadway), while two Englishmen respectively referred to it as "rippin," and "Gorgeous, don' cher no." All of which was a triumph for the man who bought the hat.

* * *

Alas and alack! Hey lackaday, misery me! Pest! Carramba in fact—would that I might let it go at that. But the morning came and with it the light and when the man donned his hat and arrived at the office he was met with caustic queries such as "Where did you get that hat?" "Going to a funeral?" "Who's dead?" and the like. For the fact was that the hat was black and not blue.

But, at any rate the air was blue if the hat wasn't! What that customer said about the dealer who sold him the hat was the last word in the art of diatribe! (No, sir, this is **not** the tribe that was lost. It's another kind of tribe.—Editor.)

You see the retailer had put down the awning when the sun was hot and he forgot to put it up again. He never allowed for the fact that the sun might have retired for the day, and that this, accompanied by the shadow cast by an awning, had made the store so dark that not only the customer but the retailer as well had mistaken a black hat for a blue.

The customer made a mighty vow. He vowed that he would sooner go hatless than be fooled like that on going to that store. "I'll never go near that gol-darned store again," he said.

And he never did.

And the moral is that it's no good to put up the awning after the customer has been fooled. Safety first!

BALLOONS WENT UP—PRICES CAME DOWN

A Port Hope Men's Wear Man's New Stunt—Fifty Fire Balloons Used—Publicity of a Startling Kind—Three Thousand Hand-Bills as Aids to Successful Sale.

Special to Men's Wear Review by Traveling Staff Writer.

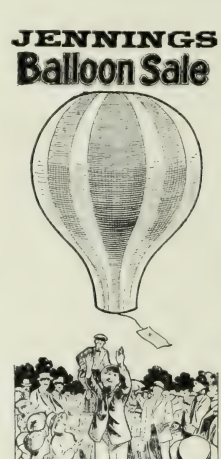
The new. Its taste in merchandising, just as its taste who has a new stunt. The public wants something HESE are the days of stunts. Blessed is the man in food, has become vitiated. The public's merchandising palate needs to be tickled. The public is jaded. Unless it is the case of a man who has been established for a long while a successful men's wear man nowadays seems to find it necessary to engineer various devices to catch the public eye.

One of the best examples of this we have seen lately was the Balloon Sale which Mr. Jennings, of Port Hope, put on recently. Mr. Jennings found that he had a good deal of stock that he could not sell at full price and he was anxious—in view of the fact that it is now war time and buying is possibly slower—to clear out this stock at a fairly advantageous price. He decided on a sale but a sale just labelled "Sale," was no good; it is too common an occurrence to create a good deal of interest. He conceived the idea, therefore, of having a balloon sale and he made the public more or less familiar with the balloon part of it rather than the sale part of it. He did it after this manner. He purchased between forty and fifty paper fire balloons: these cost him—the large size 25c, and the small size 17c each. As we shall show, that was a very good investment. Then he sent up twenty of these balloons one night, each of which had a tag attached to the tail which announced that anybody who picked up the balloon and presented the tag at the Jennings store in Port Hope would get a dollar's worth of goods free.

Seizing the Opportunity.

Mr. Jennings also availed himself of a good chance. The opportunity of a lifetime should be seized in the life-time of the opportunity. There was a garden party being held in Port Hope the Saturday on which Mr. Jennings' sale was due to start so without any announcement or obtrusiveness at all Mr. Jennings had five of his balloons sent up that night from the grounds of the garden party. This naturally attracted some attention—he had got the right moment; because he had got the people altogether—and the interest was kept up by the fact that some of the balloons traveled no less than eight miles. All of them drifted here and there in the surrounding country.

And a consignment of balloons was sent up every Saturday for three Saturdays. That was publicity in a large way. You can never tell where advertising of this kind will bear results. These balloons were sent out from one place but they traveled over the country side and inasmuch as Port Hope is in the middle of a farming community—is the centre of a circle of prosperous farmers—this method of advertising a sale was mighty good because the novelty of the thing and the interest which would attach to it in the eyes of anybody who happened to pick up one of the ballons were enough to guarantee a casual call at the Jennings' store at any rate.


JENNINGS
Balloon Sale
July 31 to August 14
$15,000 Sale of Clothing, Furnishings, Hats and Caps
JENNINGS
Bank of Toronto Building - Port Hope

JULY 31 to AUGUST 14

$15,000 Sale of Clothing, Furnishings, Hats and Caps

We never let the Anniversary of the opening of this store slip by without holding a Sale and giving our patrons the benefit of unusual low prices, and unusual bargains on high class merchandise.

A BALLOON SALE!

THIS GREAT SALE, we hope, will raise the JENNINGS store higher in public opinion, in fact we are using BALLOONS to advertise it. "There always room at the top"—because the top is never reached. High though this store stands in public esteem, it is forever climbing. It will never reach the top of its ambition, because, however high may go, its ideals will rise above it. That's what makes life, and merchandising so interesting, and we always do as we advertise—goods marked in plain figures—then the reductions, all new goods, no shop worn goods.

This Mighty Movement Commences Saturday, July 31st

$18.00 Men's Colored Suits, entire stock. Balloon Sale Price ..... $ 9.85
12.00 Men's Colored Suits, entire stock. Balloon Sale Price 9.85
15.00 Men's Colored Suits, entire stock. Balloon Sale Price 10.85
18.00 Men's Colored Suits, entire stock. Balloon Sale Price 11.85
20.00 and 22.00 Men's Colored Suits, entire stock. Balloon Sale Price 12.85
25.00 and 27.00 Men's Colored Suits, entire stock. Balloon Sale Price 14.85

ALTERATIONS FREE

Prices Reduced on Navy and Black Worsted and Cheviot Suits. $2.00 handed back on every suit bought, during this Balloon Sale.

CLOTHING BALLOON SALE PRICES

$ ... Summer Tweed Coats ... $ 8.85 | $ 4.50 Flannel Trousers ... 3.25 | $ .75 Socks ... .55
... Tweed $ ... Pants ... 1.75 | Men's Dusters $ 3.50 ... 2.50 | Boys' Waterproof Coats ... 4.00
White Duck ... 1.00 | $ 10.00 Raincoats ... 7.00 | $ 7.50 Waterproof Coats ... 5.75
... Cloth ... 1.15 | Men's Socks ... .25 | 15.00 Waterproof Coats ... 10.50
... Ladies' Waterproof ... 11.50 | ... Selling Price

ODD PANT BARGAINS

$ ... $ ... | $ 4.50 ... 2.50 | $ 3.50 ... 2.35 | $ 2.00 ... 1.10

BOYS' SUIT BARGAINS

$ ... | ... $ 7.00 Suits ... 4.50 | $ 5.00 Suits ... Boxes Free
Tweed Coats and Suits, small sizes—One third off Regular Prices

Hurry! **SHIRT SALE** Hurry!!

We Start The Furnishing Department With a Sale of High Grade Shirts at Balloon Sale Prices.

W. G. R. and Arrow Brand

Sizes—13 Young Men's, to 19 Stout Men's—Complete Stock.

$ ... | $ 2.50 ... 1.65 | $ 2.00 ... 1.25 | $ 1.75 ... 1.15 | $ 1.50 ... 1.05
$ 1.25 ... .75 | $ 1.00 ... .65 | .75 ... .50 | .50 ... .35

A Bargain Table of Shirts—Odd lines—Broken ranges—regular 85c to $1.25—Balloon Sale Prices—35c

BALLOON SPECIAL PRICES ON MANY LINES OF FURNISHINGS

Neckwear—All $1.00 neckwear 50c ... All 75c neckwear 50c ... All 50c neckwear 35c ... All $1.00 neckwear 75c
Underwear—$2.00 Balbriggan Underwear 1.50 ... 75c Combination Suits 50c ... $1.00 Suits $ .75
Hosiery Bargains—$1.00 silk ... 75c Cotton Lisle Socks ... 50c pr
Men's Furnishing Bargains—$1.00 Mesh Pyjama Braces 75c ... Waist Coilars 9c ... All 50c Braces 35c ... 25c Rubber ... Boys' Braces 25c pr ... Boys' Summer Jerseys 25c ... Boys' Hosiery 15c pr
Working Shirt Bargains—$1.00 ... 75c ... 50c ... Sock ends 35c

BALLOON PRICES ON ALL STRAW HATS

Be Here Early for a Straw Hat Bargain.

$3.00 ... $2.00 ... Panama shape—Hat Price ... $2.00
$4.00 and $5.00 Borsalino and J. B. Stetson Brands—$3.45
$2.00 Hats, choice of our stock—$1.28

All Caps in Stock, Less One Third in Price

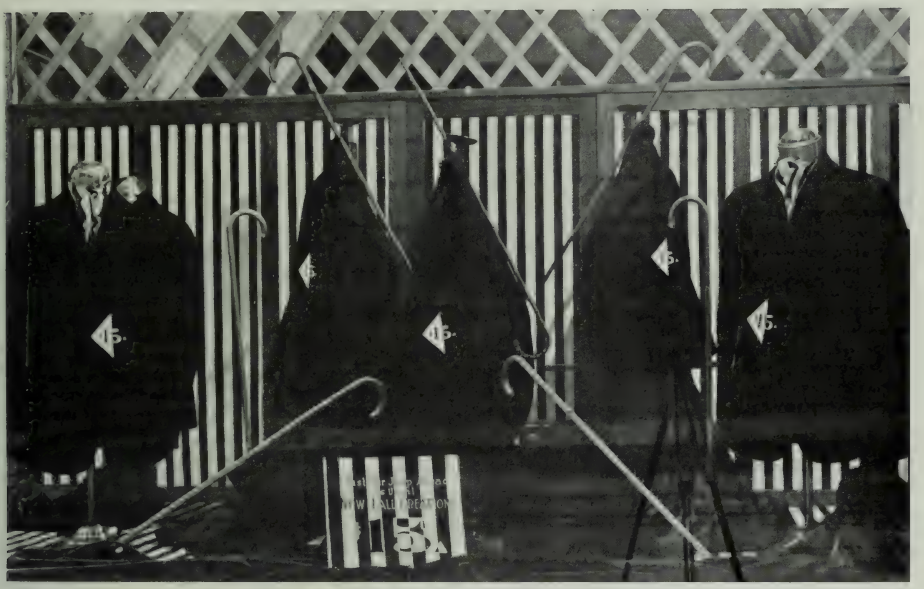
60 BALLOONS will be sent up in different parts of the country with orders that are worth money in connection with this sale. Whenever you see a Balloon drop, grab the order attached to Balloon, bring it to this store and receive Free Merchandise. Stop at the Sign of the Balloons.

SPECIAL NOTICE TO LADIES—To every purchaser of goods at this store, of $1.00 or more, we will present a handsome Fan free of charge, during this sale. Remember the date and don't forget that this sale is for CASH ONLY

JENNINGS The Clothier : PORT HOPE
Bank of Toronto Building

Circular distributed by boys in automobile over the district surrounding Port Hope.

Fall Opening Window in Black and White Effects



A window of Fall creations, dressed for the Robinson's Clothes Shop, 221 St. James Street, Montreal, by W. A. Crocker. The feature of the display is the effective use of a black and white background of stiff cardboard, both in the panels, and on the floor. Special trellis work was put up for the window, which is very effective. The display cards, and the neck handkerchiefs for the models were black and white. This stripe effect will be continued each month, with variations in color.

Youngsters in "Balloon" Automobile.

Nor was this all. In addition to this novel way of advertising no less than three thousand hand bills were distributed in Port Hope and around the immediate neighborhood. This too was done in a way somewhat new. Six boys went round the town distributing a portion there but the main body of the bills was disposed of by means of two youngsters who went in an automobile for 100 miles over the country-side. On the back and the front of the car was a picture similar to that which adorned the front of Mr. Jennings' store. This was of a very big balloon almost as big as those sent up and a crowd of people depicted below. Across the top of the poster was written Mr. Jennings' name. One of these posters adorned the back and another the front of the automobile which carried the youngsters into the country. The bills were placed on boards, upon posts and distributed at the houses and farms of all the people living in the radius. We reproduce on this page a copy of the bill which was thus distributed; this bill was actually about three feet deep by one foot wide.

The store itself in Port Hope was decorated in a manner which would naturally attract a crowd. Nothing was visible in the windows or through the glass in the door but huge poster displays, after the manner described above. So that the fact that met the eye was not a window full of goods but a window simply placarded over with two huge display posters of a big balloon and a crowd of people underneath it. The same applies to the door.

As to results? These were distinctly good. On the first Saturday alone a whole raft of stuff which had been hanging round the store for some time was disposed of at advantageous figures, and while the sale—at the moment of writing—is still proceeding—we hear that Mr. Jennings' enterprise has won the day and that he has made good on this sale.

This is as we say something new, more or less; they say there is nothing new at all under the sun, but if there is, then this balloon sale is one of the few things. It certainly got the business. And in the troublous times anything that will do that, fairly, of course, is worth while.

THE ROLL OF HONOR.

The employees of the Sanford Mfg. Co. gathered at closing time to do honor to one of their comrades, Thomas Webb, who has enlisted with the 76th battalion, C.E.F. C. P. Olliver told the young soldier how proud they were of him, and on behalf of the employees presented him with a beautiful silver wrist watch, suitably engraved.

The patriotism of the employees is further shown by their decision to give a machine gun. This is the fourth gun to be given by this company, while several of their number have enlisted and more will follow.

The firm has also been cutting hospital suits to help the ladies of the Red Cross society.

I Wear 'Em Myself

by E·A·HUGHES

SIMPSON was in the act of buying some suspenders. Simpson was a fussy man, even about such details as suspenders. You see, Simpson was aesthetic. He delighted in artistry. He appreciated delicate shades of coloring; he reveled in perfect blends. And he cursed tints that didn't harmonize. By this you will see that he aspired to be "arty."

He picked up some suspenders. Before I go any further I ought to say that Simpson always felt that such a thing as buying suspenders was an affair that didn't coincide with the rest of his make-up. It didn't fit in. The two clashed. Artistic temperament and suspenders! Suspenders! 'Nuff sed! Yet, since Simpson had not yet taken unto himself a wife, he bought his own suspenders. And as my preamble explained, he did it with an artistic motif. This is known as Applied Art.

Said the clerk to Simpson, who was handling a pair of suspenders (If I have to write that word any more I shall resign) of a lurid red, "Fifty cents a pair, sir."

Then, as if an extra inducement were necessary, "They're very nice, sir."

Simpson said, "Vile color."

"I beg your pardon." The clerk's choler rose at once (I don't know what his choler is, but anyway it rose, after the fashion of the fiction writers). "I wear 'em myself, sir!" And before Simpson could stop him the clerk was half way over the counter displaying his suspenders.

Half way over the counter displaying his suspenders.

Simpson gave one look at the clerk, and threw the suspenders down on the counter. The clerk looked at Simpson, frankly incredulous. Wasn't the artist chap going to buy? Did he scorn the clerk's trump card that he—the clerk—considered this particular shade in suspenders so good that he wore them himself? The expression on the clerk's face was such that, translated into parlance, it might have read, "Do my ears deceive me?" Apparently he took it that they did. He said, gently insinuating deafness on the part of Simpson, "I said, I wear 'em myself."

Simpson looked at him a moment. "Do you imagine for a second that I am concerned with the color of your braces?" He said this very haughtily. All people with artistic temperament are haughty except when they want to sell a picture or a story.

The clerk said: "They're good suspenders, anyway."

Simpson looked at him compassionately. "My dear fellow," he permitted himself, "they may be, they may be. As to that, I don't intend to dispute your statement. They may be good suspenders. But I say the color is vile. And I know! (Omniscience is another name for artistic temperament). And, look here, my boy, if even I had been attracted towards those screaming braces, the fact that you wear them yourself would have finished me. Good morning."

"But—" the clerk, now angry, spluttered unintelligibly.

"I bid you good morning," and Simpson walked out.

* * *

DAVIS went out one Saturday night to buy some underwear. It was a hot night, and the time was about the middle of summer, so that he didn't want anything as thick as bear skin. Davis was an Englishman. He went to a men's wear store, and he commenced something like this: "Er—good evening. I want some—er—underwear." At the last word, Davis dropped his voice. Reason; presence of femininity in the "shop," at the other end of the counter. And Davis was very delicate, very delicate and most modest and careful about such things. Oh! most.

"Yes, sir," said the clerk, and he fished out some two-piece and one-piece suits and laid them before Davis.

"Oh, but I say, you know, this is beastly heavy stuff, what?" said Davis. "I mean, this is summer, you know, eh? I don't want to be—er—beastly stuffy."

The clerk stared.

"You know, I want something—er—gossamer, eh, what—er—gossamer, you know?"

"Gossamer?" ventured the clerk.

"Yes," said Davis.

"Oh, well, we got some more," said the clerk seriously.

Davis passed over the pun. (That's more than I will.—Editor.)

The clerk brought out some more combinations. "There's some nice stuff, sir," he said.

Davis looked at it. "Too heavy," he said. "Too heavy."

The clerk came right back. "Oh, no sir, I'm wearing that stuff myself. Have done all Summer." And forthwith he threw off his coat, rolled up his shirt and displayed to the astonished Davis a suit of peculiarly thick and somewhat dirty underwear, similar to that which—the subject in dispute—lay upon the counter.

"Really," said Davis. "Really! My good fellow; do you conceive that it is a matter of vital interest to me to know what you are wearing. I don't wish to see your underwear. I have no concern with your er—habiliments. Whether you are sweltering in the next thing to Persian lamb is nothing to me. Good grief! *you* are wearing it. Do you suppose for a single second that that is any recommendation to me?"

The clerk was pulling on his coat again, and appeared to be flabbergasted.

"Well," said Davis, by way of a Parthian and a parting shot, "Well, I'll be——!"

Whether he was or no doesn't matter, but the clerk felt something like that.

A FRIEND of mine, not unknown at Ottawa, has been famous in this country for two things. The first is that he has done all he knows to get into the public eye. The second is that he has always addressed himself to the British-born. Come to think of it, though, he is famous too for his hugeness, I mean, corporeally. He is a tall man, and pretty well as tall across. His name is A——— H———.

Mr. H——— landed in Winnipeg one day and his grips were hung up somewhere between Toronto and Winnipeg, so that he had nothing except what he stood up in—I mean, in the way of clothes.

It began to snow as it only can snow out in that city, and Mr. H——— betook himself, as quickly as his weight would allow, to a department store. Said he, "I want an overcoat."

"Right," said the clerk, shortly.

Now H——— is by way of being a humorous sort of individual. "Do you think you could fit me?" he asked, with a smile.

The clerk appraised him. "Oh, sure. We've got sizes up to 38. You'd take about a 38. I take a 34 myself."

H——— laughed. "Get some man's clothes," he said. "I take a 46 chest."

The clerk stared as H——— walked out. What a blow to his—the clerk's—pride. Couldn't he gauge with that eye of his the size of overcoat a man would take . . .?

Meanwhile, H———was saying, "Great Scott! I wonder if that clerk thinks I care a hang what size he takes in overcoats."

* * *

NOW it came to pass that Simpson, Davis and H——— all met together at the club one night, and the subject, introduced by Davis, was the nuisance of the clerk who persisted in telling the customer what he wore, or the size he took.

"Beastly impertinent, I think," said Davis. "We are not interested in the clerk's affairs, such affairs as pertain to his wardrobe and laundry."

Chorus of "Hear, hear," from H——— and Simpson.

"I'll tell you what we'll do," said H———. "We'll move a resolution and form ourselves into a society. We'll call ourselves 'The Society for the Ignoring of Clerks Who Tell Us What They Wear.' We'll snub and ignore any

"No, sir, I'm wearing that stuff myself. Have done all summer."

clerk who attempts to sell us any article of apparel by urging upon us that he wears such himself. . . ."

Simpson seconded H———'s motion. Davis said he thought "it was a rattlin idea" and the society was duly formed.

But no society will close up the clerk who gets in the habit of talking this way, I am afraid. Like the poor, he will be always with us. When the millennium comes it will arrive to the man who happens to be buying some socks

"You'd take about a 38. *I take a* 34 *myself."*

to the accompaniment of a clerk saying, as he jumps over the counter and hitches up his pants, "You see, I wear 'em myself."

ECHOES OF THE CONVENTION.

"The display man must be a merchandise man; he must know the merchandise that is to be displayed. I go around the store on Saturday talking with the buyers."

"The display window has become a partner in the business—a silent partner, to be sure, but one whose silence is particularly golden. The power of the display window is measured by the cash in the register at the end of the business day. The real value of good window display is measured by these two standard business units. First—New customers made; Second—Increased sales to old customers. Now if anything more can be asked from a bit of space confined within the limits of a pane of plate glass, two walls and a background—name it."

SHARP ADVANCES IN SERGES.

As many Canadian manufacturers are now looking to the United States in despair of obtaining deliveries of English goods, the following statement from the New York Journal of Commerce as to advances there will throw light on the clothing situation: The prices named yesterday by the American Woolen Company on staple worsted and staple woolens for men's wear for Spring, 1916 season, contained a number of surprises. The fact that there were a few reductions and some extraordinary advances evoked a good deal of comment. That the tendency of values would be upward was expected, but the advances of 27½c a yard that were made on some low grade serge numbers and the advance of 37½c a yard on cheviot numbers 12061, a product of the Washington Mill, were unlooked for. These advances were due to the scarcity and the high cost of the stock used in the construction of the goods.

Prices of the United States Worsted Co. for Spring serges showed advances ranging from 10 to 15c a yard over last Spring.

Smart Fall Trim of Velours Silks

This is a line of new Fall goods, English square silk ties, made specially for Men's Wear Review by Mr. C. W. Palmer. There is a profusion of the silk, but who would have it otherwise with an apron of over nine inches wide on each? Apart from this the trim is a study in color harmony. The ties show the following combinations, nearly the whole range being used: Dark green with light green pattern; dark blue with red pattern; purple with lavender; green with yellow. One or two that clashed were omitted. The hose at the lower right hand corner is green and black shot silk, and the velvet of royal purple, which goes with the other colors. The canes are the "Wanghee" line, smarter than any other for display purposes except for evening wear.

GETTING BOYS' TRADE FOR SCHOOL OPENING

Montreal Boys' Clothing Specialist Issues a Neat Catalogue With List of Boys' Needs and Prices for Every Item—Newspaper Ads. Help Out—Goes After Private School and College Business.

Written for Men's Wear Review by Resident Staff Correspondent.

MONTREAL, August 15—(Special)—The September school opening is to the dealer in boys' clothes and furnishings what the Spring and Fall openings are to the milliner. Making a noise of some sort at this period of the year is essential if the attention of the little boys' mothers is to be drawn to the fact that in your store she can outfit her boy for the coming school term. Either you can shout through the local newspaper, your store window, or you can do as F. J. Jackman, the boys' clothing specialist of Montreal does,—send a small, neat catalogue.

When Mr. Jackman started in this business a number of years ago, he had a number of seasons in mind which he intended to watch, and the September school opening was one of them. He decided upon a catalogue as the best way of reaching his prospects (who are generally of the best class), and a catalogue he has used every year. It measures approximately five by six inches, and consists of twelve pages. Every year it is about the same size, with perhaps only a change in the color of the cover. It brings results.

On the cover this year is the following message: "The object of this catalogue is to be an aid to parents in the selection of the clothing and furnishings necessary to prepare their boys for the coming school term." That is sufficient to attract the attention of the mother who has been worrying about what her boy shall wear this year. The contents are a simple statement of facts, with no fancy wording of any kind. Here is the opening statement:

NORFOLK SUITS, SIZES 24 TO 32 CHEST.
Navy Irish Serge, $12 *to* $13.50.
Grey Worsted, $13.50 *to* $15.
Navy Vicuna, $13.50 *to* $16.
Black Vicuna, $12.
Blue Cheviot, $7 *and* $7.50.
Extra trousers in above materials made to order.
Brown and Grey English Mixed Tweed Suits, $8.50 *up.*
Brown and Grey Scotch Tweed Suits, $15 *up.*

Each page is a duplicate of this, a display line of type for each article and the price quoted with every item. For instance, there are braces, pyjamas, 8 to 16 years, blouses, sweaters, sweater coats, vests, shirts, ties, collars, underclothing, etc.

On the back cover is a cut of a boys' Macintosh at $8.

This catalogue is backed up by one or two ads. in the city papers, which never exceed 35 lines by two columns. As in the catalogue the message of the ad, is plain and to the point. No mention is made of the coming school opening; that is taken as a matter of common knowledge, and the assumption is made that the mother will be in need of clothing for her boys, and this ad. is meant to tell her where to go, and what to buy.

Record of Ads. and Results.

A record is kept of every ad. and the results secured.

(Continued on page 39.)

Norfolk Suits, Sizes 24 to 32 Chest

Navy Irish Serge, $12 to $13.50.
Grey Worsted, $13.50 to $15
Navy Vicuna, $13.50 to $16.
Black Vicuna, $12.
Blue Cheviot, $7 and $7.50.
Extra trousers in above materials made to order.
Brown and Grey English mixed Tweed Suits, $8.50 up.
Brown and Grey Scotch Tweed Suits, $15 up.

Two-piece Double-Breasted Bloomer Suits, 26 to 32 Chest

Navy Irish Serge, $12.50 to $15.
Grey Worsted, $14.50 to $15.
Navy Vicuna Serge, $15.
Navy Cheviot, $8 to $9.
Black Vicuna, $13.
Extra trousers in above materials made to order.

Three-Piece Suits, 25 to 32 Chest

This style is the Rugby with Golf Stocking Trousers.
Brown and Grey Scotch Tweeds, $15 to $18.

Tuxedo Suits, 26 to 38 Chest

Black Vicuna, $20 to $28.

Collars

English Regulation Eton Collars, 15c each.
English Regulation Eton Collars, $2.40 doz.
Turn Over Soft Collars, $1.50, 3 doz.
White Excelda Handkerchiefs, $1.50 doz.
Lawn Handkerchiefs, 25c each.
Pure Linen Handkerchiefs, 35c, 50c each.

Caps

Blue Cloth Eton, 50c.
Crest of following schools when ordered with cap supplied, no charge: Loyola College, Wykeham House, Selwyn House, Lower Canada College Crests supplied to College.

Shoes

Blue Black Felt Foot Gymnasium Shoes, 90c to $1.20.
White Felt Foot Gymnasium Shoes, $1.10 to $1.50.
Blue Black Felt Foot Gymnasium Boots, 90c to $1.25.
White Felt Foot Gymnasium Boots, $1.25 to $1.50.
Wool House Shoes, $1 to $1.50.

Dressing Gowns

English Pure Wool, $8 to $12.

Bath Robes

Terry, $3 to $5.
Blanket, handsome designs, $3.50 to $4.50.

Two sample pages from the Jackman catalogue. Note the details that are given here, of articles and prices. The same plan is carried out in every other page.

"BUYING ALL THE TIME"---THE WORKINGMAN

A Breezy Homily Upon the Importance of the Working Man's Custom — Killing Two Birds With One Stone—With a Dash of Wisdom, By Way of Sauce, Upon the Advantage of a Cleaning and Pressing Business.

By a Traveling Staff Writer.

MIX, of East Toronto, considers that his success is largely due to the fact that he has a set of store principles which make for success. We go into some of them:

"I believe, first of all," said Mr. Mix to Men's Wear Review, "in looking over the ground and seeing how the land lies. When I came to East Toronto, I did this extensively. I had been on the road, as a traveler, and I had been with high-class stores in one of our big cities. This was experience, and I turned it to good account—by discounting most of it. I knew that the situation for me at East Toronto was not all the same as those in which I had been placed when in the stores in the city. I knew, for instance, that there—in the city—there had been a big percentage of transitory trade. We had our customers, of course, but a great deal of the trade was with the masculine passer-by. Secondly, in the city most of our trade was on the average of a better class kind. We did little, located as we were, with the working man. There were other conditions too, which, applying there in the city, would not apply here.

"To revert for a moment: Here, in East Toronto, there is a big working-class population. And, secondly, there is next to nothing in the way of transitory trade; all is usual and customary; there can't—in the nature of the thing—be much use in going after the man who happens to drop into East Toronto now and then, one day in six months, because East Toronto is not—yet—a resort.

"I saw, therefore, that the first thing I must do was *build up my trade*. I must get my own custom, my own list of men and women buyers.

No One Trade Exclusively.

"And I saw, secondly, that such a list and such a custom was going to be diversified. I should not have a business and professional trade exclusively. Neither should I have a workingmen's trade exclusively. What I saw I should have was a mixed trade, which took in every boy, working man and professional man, and the biggest body of which would be with the young men, the clerk.

Cleaning and Pressing Important.

"This brings me to two distinct and separate features which have turned out important. One is the inclusion in my business of cleaning and pressing. Now, what I have to say may not apply to every men's wear man, nor even every men's wear man similarly placed. But I think it will to very many. So far, I have proved that the cleaning and pressing end to a men's wear business is an important factor. For this reason: It does not take up much capital. Probably, you will have to pay a presser, or it may be that, during the day, you will find the time and opportunity to do the work yourself, providing—as is the case with me—that the furnishings trade is chiefly at night. There is, as I say, little capital expenditure. On the other hand pressing is one of the departments which instances what I have to say about a business which is universal in its appeal. Every class of man needs his clothes pressed now and then.

THAT SUIT NEEDS PRESSING
You can have it made to look like new for only 50c., or on the contract system we will press a suit and an extra pair of trousers for you, every week, at the rate of $1.25 a month.
ALL ARTICLES CALLED FOR AND DELIVERED
SEE OUR NECKWEAR
35c. and 50c.
Always a Full Line of Furnishings at Popular Prices
STYLE SERVICE SATISFACTION
MIX
The Art Clothes Shop
180 MAIN STREET

BROUGHT IN TWENTY SUITS THE FIRST HOUR. This is a reproduction of one of 1,500 circulars that were distributed by Mr. Mix to introduce his new department.

Twenty Suits First Hour.

"My method was this: I sent out, by means of four boys, fifteen hundred dodgers throughout East Toronto. I kept a quantity more in my store, around the counter. I hit the fellows in the eye with the sentence: "THAT SUIT NEEDS PRESSING." There is the suggestion. Probably their suits did need pressing. I got up and emphasized the fact. Do you know, in an hour after the boys had gone out, I had over twenty suits in my store waiting to be pressed? And they have been coming ever since. That sort of business is all more or less velvet—to use a vulgarism. It takes little money, and no time that could be more profitably employed, and it keeps my name and business in front of the customers I need in my furnishings department. If they get to my store to bring or fetch a suit which needs pressing or has been pressed, I trust my counters and my window to do the rest in suggesting something which they should buy.

Paid His Rental by Pressing.

"I'll tell you a secret! The pressing end of my business has just about paid my rental since I've been here.

"And the whole thing is—it's an incentive to get men to buy. It is killing two birds with one stone.

"Then the next thing I have to say, which again may not apply to everyone, but which will surely fit the case of a great many, is that working men's trade cannot be neglected. There are several reasons for this. After all the great percentage of men's wear stores depend in a certain sense on working men. There are fewer and fewer communities that have not their quota of factory people. Factories are going up every-here-and-there, and there have to be workers. There were never so many as now. Their trade is worth getting. It is a valuable trade.

They are buying all the time. I sell an astonishing number of shirts and overalls during the week. And moreover, this is not a Saturday trade. It is a week-night trade. To begin with, working men find they need several renewals of their garments during the course of a year. And they like to be able to run over the street and get a shirt or a pair of overalls in a minute. They need—in other words—a constant and a near source of supply. Well, they have it. And I see that they have it at my store.

Good Advertising for Other Lines.

"Apart from the actual business in working men's stuff, there is much to be said for their advertising value. To elaborate; if a man buys his working shirts at my store on some night in mid-week, he may run across a shirt or some neckwear that he fancies for Sunday and outing wear. Ten chances to one he will call in for that on Saturday night. Or he may be buying a working shirt on Saturday night and his wife, with him, may sight some little thing that is pretty nice, and the opportunity to buy is there!

"I say, that, in most cases, that dealer is wise who caters to this working men's trade. It is a valuable one. It is valuable for its intrinsic worth, and for its indirect influence. I know there are men, of my acquaintance, all over the country, who won't touch this class of trade. There is an absurd notion that this class of trade is infra dig. Nothing could be more foolish. If the average man would take it up he would find it would pay him in dollars and cents."

GETTING BOYS' TRADE FOR SCHOOL OPENING.

Continued from page 37.

This is done in an ordinary order book. Along with the ad. goes a statement of the weather and any other condition likely to affect business; a statement of the number of customers served, the amount of money received, and a record of the biggest orders taken during that day. This gives Mr. Jackman a basis on which to work for the following year. He tries to follow along the same course each year, and is able to benefit by past experience by keeping this record. He had the following to say to Men's Wear Review on this matter:

"The man who follows along the same course year after year, suiting his business to the season and other conditions, is the safest man. Men buy their clothes at stated periods, their underwear in the Fall, and again likely in the Summer: the same in business. Many retailers are forever putting on something new every year instead of profiting by their past experiences.

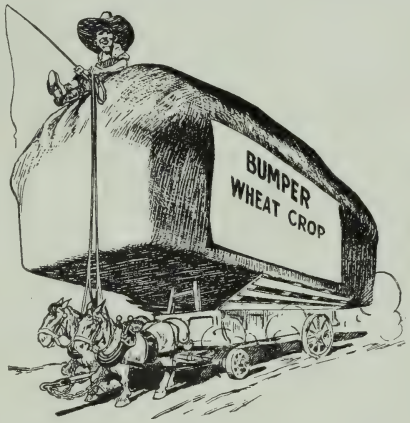
Believes in Buying Well Ahead.

"This plan enables us to buy our goods a year ahead. We have placed our orders for straw hats for next year. Why? We know what we did this year, whereas we are likely to forget by the Fall. Of course, there is a war on, and it may be on next year; all we have to do is to make a slight reduction in our purchases. Those who cannot buy ahead don't know their business. Many men are so busy looking after a decline in the market of a quarter a dozen that when their customers want the goods they have not got them.

"Then by ordering ahead you give the manufacturer a chance to supply the goods, and get the dealer's name on them. The man who does not is liable to get a lot of old truck."

Mr. Jackman pointed to a pile of Winter clothing which had been purchased ahead. "'There," he said, "is $200 worth of clothing. I'll have it there when others are wondering where they can purchase it."

An idea put into practice by Mr. Jackman is a good one, viz., of having prospectuses of all the schools in the country on a table in his store. When mothers are waiting to be served, they can sit down and dream of where they are going to send their boys. It often means business from other children attending those colleges.



Canada "making good" as the granary of the Empire.

Individual Labels.

In each catalogue sent out is inserted a sample of an individual label for boys' garments. These are made to order inside of ten days, and are served in small boxes of about two hundred labels. That sounds a lot, but the boys of people who trade at Jackman's have many garments.

His mailing list has grown to such an extent that he installed an addressing machine which turns out 6,000 names at the rate of a thousand per hour. It used to take a girl a fortnight to do this work, which now is done in six hours. He has also installed a sealer.

THE ROLL OF HONOR.

Official notification has been received that Pte. "Jack" Phillips, Toronto, who was previously reported missing, is a prisoner in Germany. Pte. Phillips was born in Glasgow, Scotland, 21 years ago, and came to Canada with his parents when only a small boy. Prior to the outbreak of war he was employed by E. G. Hachborn & Co., and joined the Royal Grenadiers early in August last.

* * *

L. W. Whitehead, captain in the 5th Royal Highlanders, and formerly silk buyer for Tooke Bros., Limited, Montreal, who went to the front with the first contingent, and was seriously injured in the battle of Langemarck, is now believed to have died from his wounds, as nothing has since been heard of him. When a retreat was ordered, Whitehead's company remained behind to hold the Germans back. The company was practically annihilated, and Whitehead was injured while going in search of stretcher-bearers for his men. He displayed remarkable bravery.

Fire caused damage of $6,000 to the stock in the tailoring and gents' furnishings store in Chatham, conducted by George Bergman.

WHAT THEY ARE WEARING IN LONDON

By MACLEAN, LONDON

88 Fleet Street,
London Office, Men's Wear Review.

MORE and more of England gets into khaki. Few young men are seen in civilian dress unless they are disabled or engaged in the civilian departments of the national business which is WAR. All sports, business, social enterprises and happenings—all these things are given the go-by by the young men, who are determined upon the one great undertaking—War. Nevertheless the situation so far as khaki is concerned is somewhat different now from what it was at the beginning of the war, because when the men get over from the front for a few days' leave, instead of remaining in khaki they seem to like to get into civilian clothes, just for a change. Our theatres and our parks and public places show a good many young men who are very obviously soldiers, but who are in mufti in England, wearing ordinary dress because it is possibly a great relief so to do.

On the other hand, some men like O'Leary come back from the front and remain on furlough for four or five days and never have anything on but khaki, in order to more effectively persuade such men as are not in the army to get in at once. O'Leary and the best of the men over from the front have been holding meetings here, there and everywhere, and are doing all they can by public and private persuasion to get the fellows into the ranks.

Apropos of this they are telling a good story in London, which I heard in my club the other day. A young fellow who was working with the rest of the employees in a certain factory was telling the rest of them how he had bought a suit, which he claimed was the very latest cut and the very best cloth. He said he got it for under two pounds.

"Oh that's nothing," remarked the young assistant; "I know where you can get a suit the latest fashion, much more up to date than your suit, for nothing at all."

"Don't be a young fool," ejaculated the other.

"I'm not," the other replied.

"Well, where did you get the suit then?"

"Why, at a recruiting office." (Chorus of sniggers.)

I believe this story first appeared in the Daily Sketch, a picture paper over here, but it has traveled round and it is illustrative of the general feeling of England towards the young man who isn't in the ranks, but ought to be.

Comfortable and Seemly Costume.

The other day I dropped into the Aldwych Theatre, and saw Mr. Matheson Lang, who is reviving his old Lyceum success "Pete." Mr. Lang, as doubtless most of your readers know, was born in Canada—New Brunswick, I believe it was. At any rate it was on your side somewhere down east there. He has come to be one of the foremost of our young actors, liked for his good looks, forceful and rich in his acting on the stage. I saw Mr. Lang leaving the theatre. He was very effectively dressed in a dark grey tweed Norfolk suit, polo collar, and a black knitted tie adorned by a stick pin. He was wearing a broad felt hat, although it is only yet getting along towards the end of the summer.

He is not noted particularly as being one of our sartorial leaders over here, but his costume struck me as being at once comfortable and seemly. The vogue of the Norfolk suit for the man who would be "comfy" doesn't seem to wane.

View for Black and White Shirts.

There is a big vogue over here for black and white shirts. These are seen in all sorts of stripes, but the prevailing width seems to be the stripe at intervals of one inch and itself about one-eighth of an inch in width. These are seen in all sorts of materials, zephyr, cashmere, cotton, cambric. For Summer the soft cuff is still reigning supreme. This may be for more reasons than one. I am told that the dealers are pretty heavily stocked; and I never ran into a dealer yet who did not want to show me a shirt with soft cuffs, rather than one with stiff ones—that is, not for the last four or five years. There are several very well dressed men over here who continue to wear the soft collar, which is attached to the shirt. This is particularly true of material like zephyr, soft creamy material, which makes an exceptionally nice turn-down collar. This is polo shape, from which the new long pointed collars that you are wearing over on that side of the water, originally sprung. This polo collar is fastened together by a bar pin, and an attractive tie to wear therewith is black.

As I say, for the most part black and white patterns are *au fait*, but there are variations in the way of blue or dark green stripes in a white or cream background. Unlike America a favorite ground for shirting over here in England is cream. There is nothing looks softer and more comfortable or smarter. There is little difference in the shirts for Fall, so far as color goes. Black and white will still continue to have a big range and only in the cheaper line of goods will cotton have a big run.

As well, the soft cuff has come to stay for another season. It is a singular thing that the Englishman neither Winter or Summer really likes the stiff cuffed shirt. He prefers the double soft cuff and any attempt to introduce the stiff cuff is difficult because dealers all over the country are loaded up with the soft cuff.

Prejudice Against the White Waistcoat.

I was at a dinner party the other day down the Thames and was surprised to see that no one wore a white waistcoat with his dinner jacket. Everybody wore black, although the night was hot and the weather had been warm for some days. There seems to be a prejudice against the white waistcoat; it is regarded as being altogether too festive for a country that is at war.

Maclean
London

WHAT IS BEING SHOWN IN MONTREAL SHOPS . . . .

By MACLEAN, MONTREAL

WHEN I called upon some of the leading clothiers recently, they were just receiving their first Fall models, and were hardly in a position to speak with any positiveness of what was likely to take place this year. I had an opportunity of examining several of the models, and will give a few details of the features which came to my attention.

The first model showed a medium weight suit, form fitting, which the clothier said he expected to sell for about thirty dollars. The point which appealed to me was the absence of heavy stuff around the lapel, which was a nice soft roll, finishing unusually high. It was a model lacking anything extreme, which I believe is what the average man is looking for—something that will be just as much in style next year as this, yet entirely neat.

I observed that the length of this suit was slightly over thirty inches, and that the vent at the back was fully ten inches deep, making it about a third the length of the coat. The vest had five buttons and low collar, the opening being slightly lower than it was last year—about 12½ or 13 inches.

There was another model, cut in Scotch tweed, which embodied many of the features seen in the one described above. It had a soft roll collar on the vest, with a half cuff on the sleeve, about an inch thick. The latter, however, was detachable, so that anybody not liking anything fussy could easily have it removed. This struck me as being a nice business suit.

Plain Negligee of Sober Style in Suits.

In haberdashery, it is still early to speak of what is new. Montreal houses are exercising unusual conservatism this year, although before another month is out, most of the stores will be full of new goods for Fall. Take the case of shirts; it is hard to find anything new here. Manufacturers put out very little in the way of novelties this season, but there will be something for Spring. A Montreal maker has a new line of shirts out, consisting of black, blue or helio stripes on an ecru ground. The tendency is towards fancy grounds, and the shirt referred to here is of a mercerized ground. Nevertheless, the opinion expressed by merchants is that a plain negligee, of very sober style, is what will go this season. In the case of dress shirts and accessories, they realize that the number of functions will be considerably decreased this year, and that it will be necessary for them to go slow in this direction.

Silk Squares for Ties.

In neckwear, the day of the knitted tie, as far as the best stores is concerned, is not passed, judging by the large stocks arriving for Fall. These are in very sober colors or in black and white, the latter being of every conceivable kind, and seem to be a winner again for the Fall and Winter. The cross bars vary in width more than ever before, from 1½ inches to 2¾ inches. The newest thing was a knitted tie on a black ground, with narrow red and green bars running together, the width of the bars beginning very small, but increasing towards the end of the tie.

One of the high class stores has gone in extensively again for silk squares for making up ties. By purchasing these, a man is able to secure patterns that he would not see in the regular run. A charge is made of two dollars for each tie. It is only necessary to take one tie; the others are made up, and put into stock. These squares are large enough for three heavy ties, are cut on the straight so that they have a chance to pull in the collar, and are said to have a life equal to six ordinary ties.

Washable Cape Glove, Putty Shade.

It looks as though the big seller in gloves this year is going to be the washable cape, of a shade near putty, or sand. The backs have black edging on the raised leather points, and are not so heavy as the black backs which were so successful last year. These gloves are washable in cold water, and retail up to $2 a pair. Most of the stores have laid in stocks of this glove. Apart from these will be the usual suedes and capes of darker shades. Chamois are rather hard to secure, and it is too early to talk about woolen gloves, except that it is a foregone conclusion that the price will be very high.

Stiff Hat Revival.

Dealers have been buying heavier than usual in stiff felts. They agree that it remains to be seen what the public are going to wear, but point out that the hard felt came back quite a lot last year, and should be a better seller than ever this Fall. Stocks I have seen have high crowns, an average being 5¼ inches, but running as high as 5¾ inches. The brims measure 2 and 2⅛ inches. Soft hats will, of course, still have a big sale, but the opinion of the Montreal haberdasher is that the stiff hat is due for a revival.

An Old Collar Made New.

Such is the long collar which, I understand, will be a seller for Fall wear. This is something like the collar which, in various forms, has been popular for two or three years now—having long points which stretch down on to the top of the chest. For the man with a low neck this collar is not advisable because it digs the points into the shirt and is liable to wear holes therein.

The new shape I am referring to comes to a point, making an angle of about 60 degrees, but it is perfectly straight and has no curves like some we have seen this year on similar style collars.

Maclean,
Montreal.

WHAT IS BEING SHOWN IN TORONTO SHOPS . . . . .

By MACLEAN, TORONTO

SALES! SALES! SALES! sales everywhere. The store windows are covered with notices and inside the windows you may see displayed for your buying anything and everything in men's wear from soup to nuts —to use a vulgarism. As to sales, you may resurrect an old *mot* and say, "Everybody's doing it."

The chief thing that seems to be on sale, as far as one can gather in a casual visit to the stores in Toronto, is raincoats. I understand from talks with manufacturers as well as retailers that the raincoat business has not been as good this year. It seems that for the last 3 or 4 seasons the public have been loaded up by retailers disposing of raincoats and there has not been as heavy buying this year. For that reason many raincoats of good value can be bought very cheap.

In Wreyford's I noticed a very attractive khaki silk handkerchief. This was really a recruiting aid. In the middle of the plain khaki square there was a picture of a soldier blowing a bugle and printed in black lettering on the handkerchief was a verse of Harold Begbie's famous recruiting song, "What will you lack, Sonny, what will you lack?" As a border the flags of the Allies were used all the way round and the whole handkerchief certainly looked a mighty attractive thing. This sort of handkerchief is going very well now, they tell me, although of course it is more for ornament than use.

Coin Spots in Neckwear.

Eaton's Annex is well to the front with very attractive novelty neckwear in the shape of coin spots. These are spots that are half inch in diameter, upon a dark background, usually brown, for I see that there is a big run on brown in several stores. The spots are in fairly bright colorings; for instance, champagne, yellow, green and different shades of blue. The silk is of a very nice texture and the whole is made up in four-in-hand shape. Moreover, these ties have the faculty of tying up into a small and compact knot which is half the battle in selling men's ties nowadays.

At the same store, too, I saw some very inviting plaids in black, white and grey silk. These were in all sizes of stripes and were chiefly done up in shepherd's checks, and different stripes. This is an instance of the vogue which black and white and grey obtain during war time as I remarked in these columns in the last issue of The Review. The popularity of black and white and grey, as will be seen by reference to our neckwear department grows rather than wanes.

Champagne Tint in Hose.

I have more than once remarked in this paper that what the States wears to-day Canada will wear six months hence and this is instanced by Mr. Hickey's store which displays some champagne colored hose. Those are in very soft light-weight silks and it is astonishing what an excellent color champagne is for a man to wear. Every now and then we find this out but it is not a color that is universally popular; it does not obtain one year in five but when it does obtain it goes very strong and I understand from our New York correspondent that over there they are selling quite a lot of this champagne colored hose for men, as well as for women. Well, now it has got to Toronto and there will be a good sale for it for the Fall. Doubtless the popularity of Palm Beach suits has something to do with the vogue which champagne colored silk will obtain.

Something new so far as coloring goes, at any rate for this Season is in a shade of gloves shown by the Ely shop: these are of a light bronze and the glove fastens with one button. For Summer we have of necessity to wear something light in both texture and color and these gloves certainly seem to fill the bill. The one button is a fashion style indication which retailers will do well to note I understand these gloves have come over from London.

Foulards Still Strong.

The window of the R. P. Hunter store is set out very attractively with foulards in all sorts and sizes of designs, notably spots. We are continually remarking on the vogue of foulards for the smart man. This never seems to grow less. Really there is nothing more attractive with the double fold collar than a foulard tie with a fairly unobtrusive white spot with a dark blue background. The preponderating clamor seems to be for the smaller spot rather than for the larger, but both these had a place in the window and apart from the style indication one must add a word of praise for the attractive way in which the window is set out.

Stanley & Bosworth are displaying a nice cambric shirt. This is a very serviceable material for shirt wear and the pattern was very neat and somewhat small. This was a series of little rings, thicker at one side than the other and therefore somewhat unusual. The rings were about 1 inch or 1½ inches apart. The cambric was made of white while the design might be anything from pink, red, blue, green to black. They certainly looked very well. In the same window the proprietors of the store are showing again their very broad silk knitted ties. These come from Paris and are something like 3½ to 4 inches in girth. For the really smart man, who can wear this tie, there is no doubt it is a very effective finish to a good toilet.

A Startling Rain Coat.

In the Fairweather store I see that the window is full of "Umbrella" raincoats. These overcoats look a good deal worse than they are, as a matter of fact they are really excellent to wear and they have certainly the value and worth about them. They are of actual rubber and may be seen in different shades one of which is a vivid yellow and another a fairly penetrating brown. But nevertheless some men prefer to wear something which is rather outstanding and conspicuous and these raincoats give them their opportunity. Anyway it is there, and these raincoats will do what a great many more will not—i.e. keep out the rain, even such a storm as we had last week.

The raincoats are unusually long in size so as to afford a complete covering for the men who wear them.

Maclean, Toronto.

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY

153-155 University Av TORONTO CAN

VOL. 5. SEPTEMBER, 1915 No. 9

The Second Lap Looks Brighter

TURNING the corner of the first year of the war and starting into business in the second, the men's wear dealer does so under many conditions that are encouraging. The first that suggests itself is one of sentiment chiefly: the fact that the figures set up for corresponding weeks and months just one year ago are more easily reached and beaten. In the majority of stores, it is safe to say, the turnover for the year ending July last fell below the 1913-1914 mark. But already dealers are reporting that the beginning of the 1915-1916 year is showing increases over the early weeks' returns following upon the declaration of war. The standard set before this coming year being lower is almost certain to be overcome, and this in itself carries a measure of good cheer for us as the days go by.

There is far more than this, however, that is positive in the present business situation. Commercial prospects are brighter even than in the period immediately preceding the war. A canvass of the Canadian Credit Men's Association drew forth replies from 90 per cent. of the members that the actual conditions in July were considerably improved over the July previous. The brightest sign of a permanent advance is, of course, the Western harvest, which had begun when this issue was on the press, and with samples that fully bore out predictions. One of the most hopeful signs is the decision of scores of Eastern manufacturing houses to resume the custom of sending travelers out to cover the West: by the middle of August preparations for this invasion for orders were far under way. In the East, while industrially the country had not regained the normal average, war orders coming in by tens of millions of dollars, were responsible for better retail trade in scores of centres.

Business men, generally, with renewed courage, are planning for a safe but active campaign for the coming Fall.

The "I-Wear-'Em-Myself" Clerk

IN an article by E. A. Hughes in this issue, wherein he lightly and deftly handles actual experiences, a type of salesman is portrayed upon a moving-picture screen in a three-film story. He has ticketed the type, "I-wear-'em-myself." The story is built up, as Men's Wear Review will continue to do in one or more articles each month, from the standpoint of the customer, the Man on the Outside Looking In. It is the safest attitude for every merchant and clerk to assume in any difficulty with the public, putting himself in the other's place.

There is an interesting incident in connection with this article that may help to impress its significance and timeliness. When it was suggested every member of the staff at once recalled instances in his own buying in which the "I-wear-'em-myself" attitude of the clerk rather tended to resentment; to the feeling that his own power of judgment was being depreciated; that an attempt, probably unconsciously, was being made to transfer the decision in buying a hat, a shirt, a tie, a suit, from himself to a clerk. Haven't you felt the same way yourself when you stepped out from being a clerk and became a customer?

Not that there is any intention to minimize the necessity for a customer being able to feel he can depend on the advice of a salesman. That has its place, a very important place in imparting confidence to many a customer; in guiding a sale toward stock on hand. Even here, however, the personal opinion of the salesman probably would be appreciated far more if he viewed the tie, hat or shirt as suitable or unsuitable to the customer rather than to himself. Resentment at being told, "It suits me and therefore will suit you," implies no feeling of superiority over the clerk. If you dropped yourself and spoke in a similar way of a customer's friend, it would serve no better purpose. He is going to wear the tie himself, and it matters not whether it suits 999 men; will it suit him?

Clothes are a peculiarly personal affair, be careful of intruding.

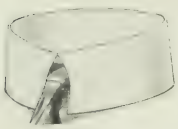
Send in Names for the "Honor Roll"

ADVICES from England indicate that a system of close co-operation is being adopted between the retail trade and Lloyd George, looking towards the maximum efficiency in the production of munitions. Shorter hours are being observed and ex-clerks called back to the stores in order to free large numbers of the younger men to go to camp or to the shrapnel workshops. Some of the larger London stores are even pooling their engineers and electricians in order to swell the numbers of those who are available for the country's service.

In Canada each week, more and more, sees our young men leaving employment to answer the call of need. While the course of trade should run full and free, it is impossible not to find ourselves pervaded more or less with the war atmosphere. Where we do ourselves, our fellow citizens and our country wrong, however, is if we permit this to serve as an excuse for sluggishness or fainthearted-ness, for compression rather than expansion. A spirit of co-operation inevitably produces a healthy activity that will keep the wheels moving. Already the British business spirit that sends forth of its best with a buoyant cheerfulness is beginning to pervade life in Canada, and it is with the purpose of presenting a very near, a very patriotic and a most encouraging sign in the men's wear trade that The Review calls in this issue for the names of those who have left office or counter to go to the front. Let this be our Honor Roll: the emblem of the whole-hearted devotion practised by the trade.

Odd Twists and Fancies in Men's Fashions

The "Gothic," illustrated, is a collar that is said to be a little different from anything now on the market. The feature of this style is the knot space at the top of the outer bands, which allows the big knot of the wide four-in-hands now so popular to be worn at the top of the collar, where it belongs. It also gives a little effect of the roll collar that is such a favorite style among the smartest dressing Englishmen and Frenchmen. The knot of the tie fits snugly in the top of the collar without spreading it open at the bottom, an effect that cannot well be accomplished with any other shape. It is named the "Gothic" because the shape of the opening in front is designed after the Gothic style of architecture. The new collar looks just as well with a bow as a four-in-hand. It is a new Arrow.



* * *

A CANADIAN FIRM IS GETTING out handkerchiefs in three qualities, each packed in a box of a different color, with one, two or three in a box.

* * *

A WHITE OXFORD SPORT SHIRT is on the market with hunting pocket, and deep pointed, soft attached collars.

* * *

A NEW WINDOW FIXTURE has been brought out that is modeled after a human hand with thumb and fingers bent inward so that they can hold articles of merchandise. The fixture is 12 inches high and can be kept clean with soap and water.

* * *

AT THE CONVENTION OF THE Clothing Designers' Association of America the approved garments for the most part were form-fitting with fairly high waist line natural shoulders, soft roll lapels of medium width. Most of the overcoats were fairly close fitting.

* * *

A NEW LINE OF HIGH-GRADE COLLARS will be turned out by a Canadian firm to retail at 25 cents each and bear the label of the individual haberdasher.

* * *

A LINE OF ATHLETIC union suits will be made up in six different models, regulars, slims, stouts, long stouts, short stouts and stubs. The aim will be to have these conform as closely as possible to different ranges of clothing in regard to sizes.

* * *

AN ENTERPRISING RETAILER in Hamilton is showing some real colors in bathing suits; maroon and dark green, both with white edge are featured.

THEY SAY IN NEW YORK that the cloth top shoes are waning and on the bargain table. This refers to the light cloth top.

* * *

MACKINAWS WOULD APPEAR to be a leader for sporting wear during the Fall, in the States. This doesn't necessarily mean that Canada will follow suit, although it may.

* * *

FOR TENNIS—the elbow-sleeve sport shirt with drawers attached is admirable when the shirt is prone to creep up and the drawers to sag down.

* * *

THE USE OF THE MONOGRAM is coming in in the States. Silk evening hose with a monogram embroidered in white are au fait. The tennis coat, is also monogrammed: it is a familiar type at tournaments where a long, light ulster-like wrap worn between sets is handy to ward off chills after becoming overheated.

* * *

MOST OF THE NEW SHIRTS for Fall wear, at present being sold in London, England, have the large round corner on the cuff. This is a welcome variation on the square corner, and something new for England.

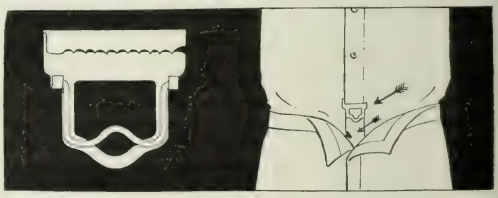
* * *

IN CANADIAN CITIES the foulard, blue and white spot, puggaree band seems to be the thing. The spots are varied in size.

* * *

YELLOW MAY NOT be everyman's color for shirts but we have seen one or two very smart models, with yellow worked in the color scheme, at an exclusive Toronto store.

* * *



This is a device, reproduced from "Men's Wear," New York, designed to hold down the front of the shirt as well as support the trousers. The invention fastens to the front of the shirt and is buttoned to the inside of the trousers.

* * *

PRACTICAL PATRIOTISM.

Employees of W. E. Sanford Mfg. Co., enlisting for Overseas service, will have their positions kept for them, and will be compensated for any pecuniary loss they may sustain by so doing, until the end of the war.

This is the notice which appears in the factory and office of the W. E. Sanford Manufacturing Company, Hamilton.

COLLARS & SHIRTS

MEDIUM BLACK AND WHITE FOR SPRING

Pronounced Stripes Likely to be Dropped—Fancy Grounds Are Favored—Sports Shirt For Men and Boys—Khaki Will Continue—No More Pleats Except for Dress Use.

THIS date is rather early to give any idea of what Canadian manufacturers will be showing for Spring. Travelers will not be on the road with samples before September, and it looks as though some of them will be later than that. There seems little inclination on the part of many manufacturers to go in for anything very new. The biggest changes seem to have taken place in the cloths, which are more of a mercerized variety than they have been, giving soft effects.

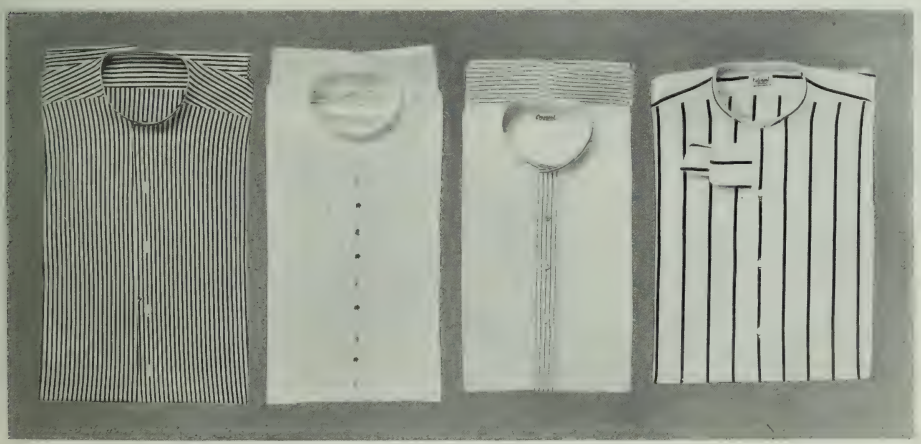
Fancy ground cloths are going to be very good for Spring. One of the largest Canadian manufacturers, and one of the first on the road with Spring novelties, has gone in extensively for a shirt with an ecru ground, which they expect to be very strong. This line is being put on the market with black, blue, and helio irregular stripes, with double cuffs and soft collars.

It will be remembered that considerable success was achieved last Spring with a shirt having a silk front and a cotton back to match. These will be put on the market again for next Spring, at a price that should appeal to the popular trade—$9, $10 and $15. For Spring, a Montreal manufacturer is putting on the market a new line of combination shirt and underwear, which looks very practical, and should be in wide demand. The makers claim that it works perfectly, and are making a big feature of it for 1916.

Soft Cuffs and Collars Strong.

Judging from the lines being turned out for Spring, and from remarks dropped by manufacturers, soft collars will have as big a run next year as they have this. One manufacturer states that he is turning far more shirts out with soft cuffs for 1916 than with stiff cuffs.

It seems to be a foregone conclusion that black and whites will hang on for next Spring at least, although there is a distinct change in the direction of smaller designs. There are some manufacturers still turning out the heavy black and white stripes which have been so popular this year, but from swatches seen by a representative of this paper, it does not appear that anything along this line will be made in 1916. There is a feeling that the tendency is towards medium effects in black and white.



1—Canadian Converters. 2—Cluett, Peabody & Co. 3—Crescent Mfg. Co. 4 Colonial Shirt Co.

Blue, Black and Helio Stripes.

As stated before, there are few novelties being shown, except as regards the grounds, which are inclined to be fancy. Designs are mostly in blue, black and helio stripes, with an occasional green, which means that the Spring line will be more or less staple. So far, makers have shown a distinct antipathy to getting far away from staple lines.

There is somewhat of a deadlock as regards the dress shirt. Last year saw the introduction of the mushroom pleat, which was tried out on the negligee shirt, with more or less disastrous results. The mushroom pleated dress shirt was more of a success, and is still in wide demand for this purpose. Variation was introduced in the shape of an embroidered, figured mushroom dress shirt, which is about the newest thing in the market for Fall, although it came out months ago. However, there is already being felt a disposition to get back again to the plain dress shirt, and manufacturers are more or less in a quandary, especially in view of the fact that society functions were curtailed to an enormous extent last year, which cut down to about half the demand for dress suits and haberdashery.

Sports Shirt Again To The Fore.

The new sports shirt, with the convertible collar, was a decided success this year judging by the number of manufacturers who went after this business, and already efforts are being directed towards bringing out this line next year. The sale is expected to be even bigger in 1916. It is being turned out now in both boys' and men's. Late in the season, a Montreal maker brought out a line with black and fancy piped edges on the front and collar. This seemed to take fairly well, and will be continued next year.

Khaki Will Continue.

A new line which made its appearance this year, the manufacture of which will be continued throughout the winter, is the khaki shirt, in cambrics, poplins and flannel. A continued demand for this shirt is expected in 1916.

Manufacturers are expecting a big demand from the West, where they believe stocks must be low. If the crop pans out as it is expected to do, there should be a marked improvement in things west of Winnipeg.

One outstanding feature of the shirt situation to-day is the total absence of pleats of any kind with the exception of dress shirts. They are considered dead by the trade.

OUR GALLERY OF SHIRTS FROM TEN MAKERS

1. *Close set black and white stripe. Shown by Canadian Converters, Ltd.*

2. *Embroidered figure mushroom dress shirt. Shown by Cluett, Peabody & Co., Inc.*

3. *Black stripes on cuffs, placquet and neck, with pleated bosom. Shown by Crescent Mfg. Co.*

4. *Black stripe, satin finish, highly mercerized, with French cuff and collar. Shown by Colonial Shirt Co., Ltd.*

5. *Fine percale, ombre effect, with stripe both ways, one shade on horizontal and other on vertical. French cuffs and soft cutaway collar. Shown by the John Forsyth Co., Limited.*

6. *Silk and wool taffeta. Shown by John W. Peck & Co., Ltd.*

7. *Blue stripe, stiff cuffs, jacquard pattern. Shown by Williams, Greene & Rome Co., Ltd.*

8. *Spring, 1916 line, with irregular black stripe, on ecru ground; double cuff with soft collar. Shown by Tooke Bros., Ltd.*

9. *Khaki, with soft collar. Shown by Howard Mfg. Co.*

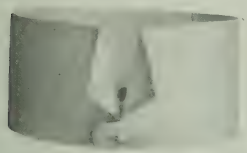
10. *Sports shirt for Spring, 1916, of mauve. Shown by Van Allen Mfg. Co.*

5—The John Forsyth Co. 6—John W. Peck & Co. 7—Williams, Greene & Rome Co. 8—Tooke Bros.

Long Pointed Collars

Demand Surprised Manufacturers and Fall Line Was Brought Out—A New Wing Collar.

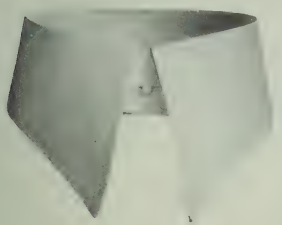
THE miraculous has happened. Long points have made their appearance again. They got a look in first in the shape of lightweight three-ply top, which were rushed on to the market for late Summer and Fall. They were made in this weight, as they have a greater tendency to wilt in the Summer than in the Fall. It is expected that this will be followed up a little later in the year by a heavier long point collar, the inside lines of which will not be so straight as in former models, the curvature allowing sufficient space for a fairly large knot. The demand for this class of collar came more or less as a surprise to the manufacturers, who had begun to remove them from their range. Suddenly they sprung into strong demand in the States, and are expected to become just as popular on this side the border.



A new two-piece wing collar, the band being made separate, giving a nicer fit.—Tooke Bros., Limited.

Collar Made in Two Pieces.

A new wing collar has been put on the market by a Montreal maker under the name of the "Asquith," the wings of which have the shape almost of an equilateral triangle. This idea was introduced last year, and met with considerable favor. Another feature of this collar is that it is made in two pieces, the band being separate. It is the belief of the makers that such a collar fits the neck much better than when made in one piece. It is really intended to be worn with a batwing tie, and those familiar with it state that it is one of the smartest things ever put on the market for dress wear.



Lightweight long point collar put on the market for Fall. This style of collar shows signs of coming back strong.—Cluett, Peabody & Co., Inc.

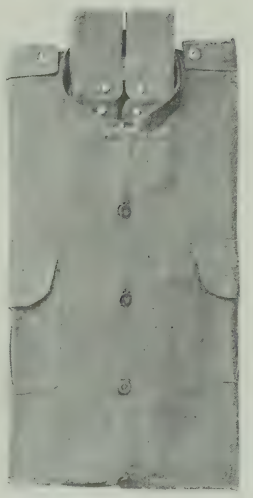
Manufacturers having put on the market a mercerized shirt of black or blue stripes on an ecru ground, there seems a tendency to supply a soft collar to match. It would appear that the demand for soft collars of this kind will be good next Spring. They are being made both with round corners and with points; they are also made with links or pin, the old idea of keeping the collar closed by means of the tie not having proved very successful.

* * *

The Tip Top Tailors, of Toronto, have opened a branch in Chatham, with J. J. Burton as manager.

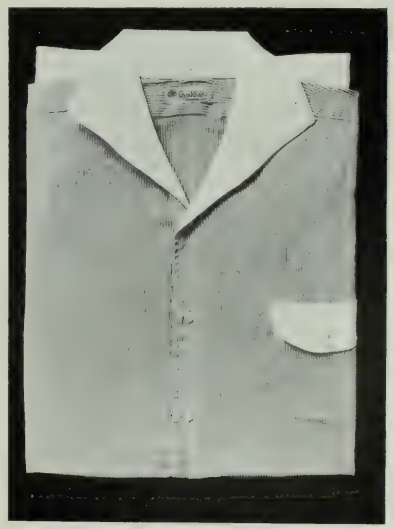
* * *

The tailoring firm of Duncan & Letang, North Bay, have dissolved partnership. Mr. Duncan will in the future carry on the business.



9. Howard Mfg. Co.

A new model for evening wear in a pleated shirt is made with a touch of black in the form of a diamond down the placquet. A variation of this has a small circle of black. We have seen one bosom with an all-over pattern of black diamonds.



10. Van Allen Mfg. Co.

KNITTED GOODS

A PERPLEXING SITUATION: YARNS AND DYES

IN an ordinary review of the situation for the Knit Goods Section the point of styles is one that assumes the greatest importance and naturally appeals to the reader most strongly. On this occasion style has faded away in the background and there looms up very uncertain and puzzling the bigger question of supplies and prices. For several months past The Review has been pointing out the difficulties that are facing the manufacturers in the way of securing sufficient quantity of wool and yarn and dyes from England to cover the ordinary output for Canadian business. Visits to a large number of knit goods manufacturers and an examination of conditions under which they were working, or would be forced to work very shortly, only serve to emphasize the very serious nature of affairs.

No Guarantee on Underwear or Dyes.

One manufacturer of a well-known line of underwear has sent out a notice declaring that the firm would not guarantee the delivery of any line of underwear made of part wool or all wool owing to the unsettled conditions in Europe. Another firm engaged chiefly in the manufacture of sweater coats are sending out a notice to customers stating that they will not guarantee the uniform quality of any dye that is used in the manufacture of goods ordered from them for the simple reason that they themselves cannot be sure of the quality of the dye that they are able to secure now on the world's markets.

Withdrawing Some Lines.

The supply of wool and yarns and of dyes makes a double problem which is causing the knit goods makers many an anxious moment. Owing to the difficulty of securing yarns makers are withdrawing certain lines of underwear and of hosiery and certain of the fast colors are off the market entirely in sweater coats. Underwear in some cases has had three advances since early last Winter and the Fall goods were placed on the market and the majority of the sweater coat manufacturers are figuring out now just what they shall charge the retailer when late orders for Fall goods come in. With some there is a disposition to allow those who placed orders early this year to secure repeats at the same rate quoted them in the Spring and to increase prices for those who failed to order early. Some, on the other hand, are making a general rule that all orders received from now on will be subject to a considerable increase.

Will War Orders Delay Delivery?

In discussing general conditions that affect the trade at the moment of writing it must be taken into consideration that War orders may be given at any time and that the filling of these if they come in any large quantities would affect very materially the filling of late orders to the trade. In any case with a large section of the placing omitted entirely by the retailer and the fact that the demand from the public is not likely to be greatly curtailed for this Fall it means that heavy orders must be given within the next two or three months and that the manufacturers will be crowded with orders tumbling down upon them, and this, inevitably, must result in considerable delay in delivery to the retail trade.

There is a disposition on the part of the manufac-

Summary of the Main Features of the Case

Prices in Fall underwear have advanced 25 per cent. on the average over last year.

Some underwear mills will not guarantee delivery of any line of underwear as the wool spinners cannot guarantee delivery of yarns.

Notices are being sent out by some makers that the dyes for certain colors may turn out to be streaky.

Two sets of samples will be submitted next year by one or two firms: one, the former all-wool at a higher price: the other, a cotton-wool mixture to sell at the old price.

British knit-goods men announce general advance of 5 per cent. to cover increase in wages and dyes situation.

Several woolen goods makers are going into Summer underwear.

Cost of dyes has increased 100 to 300 per cent.

Wool yarns have advanced 30 to 60 per cent. in some instances.

Several improvements announced in underwear for Spring, 1916.

Hosiery advances from 20c to $1 a dozen, according to weights and percentage of wool. Many lines withdrawn.

Where firms are forced to use logwood dyes as some in Canada already are, instead of aniline, the process of dyeing is only 1-3 or 1-4 the old rate.

Cotton dyes situation worse than woolen.

Prediction that sales of sweater coats will be mostly in greys. Blues are mostly discontinued through lack of dyes.

One mill made this statement: No all-wool sweater coat can be made now to sell under $24 a dozen.

WILL NOT GUARANTEE DELIVERY.

The following notice which is being sent out by a Canadian manufacturer, gives some idea of the conditions existing to-day:

"We do not guarantee delivery of any line of underwear manufactured by us which is made of part wool or all wool. Owing to the unsettled conditions in Europe we find it impossible to obtain satisfactory delivery from the wool spinners."

turers to blame the retailers for the delay in placing orders and in the case of knit goods it would appear to be deserved, because evidence for months back has pointed to the fact that prices could not be lower and

New line of summer underwear, in light, airy mesh ("Air-lite" fabric), a knitted stitch that keeps the holes more evenly spaced and gives greater circulation and more elasticity. Made in cotton and mercerized, in combination and separate garments by the C. Turnbull Co.

the chances were that everything would be greatly increased and that there was no outlet for relief for many months or perhaps for a year to come. On the other hand it must be remembered that a good many of the retailers have had to go easy in the matter of placing orders, and they extended to the knit goods business the same theory of hand-to-mouth ordering, just when they required the goods, that they did to all other lines. There has been a similar complaint from nearly all directions on the part of manufacturers, that Fall buying has been held back until the retailer was on the verge of the period of selling to the consumer.

Much Higher Prices in 1916.

While prices on late orders for Fall will be considerably higher than they were when placing orders last Spring there is unanimity in the opinion that goods for next year will be much higher. A fair number of the manufacturers have made contracts months ago and some over the year ago which are not yet run out and on this account are able to keep the trade supplied at a more or less medium figure when one considers the present price of yarn. Not one of them expects to be able to renew contracts at anything like the figure that has ruled for several years past.

Duplicate Set of Samples

One of All-Wool at Higher Price; Other of Cotton and Wool at Lower—Instances of Advances in Yarns and Dyes—Spinners Get What They Ask.

A VERY interesting alternative is being developed by one firm to meet the inevitable increase in prices for next year and may be adopted even for late orders this Fall and Winter, that is the issuing of a duplicate set of samples, the one consisting of the identical lines that they have issued for 1915-1916 with the same weight of wool, but quoted at a considerably higher price, running from 25 to 35c a sweater coat. Another set will be brought out to accommodate those who demand goods at a certain price to sell at a certain price. These of course will contain much less wool than the other and the place will be taken by cotton in such a proportion as to bring the price per lb. of yarn used down to that of the past season, so as to allow them to issue the goods at the same figure as before and allow the retailers the same profit by selling at no advance in price.

The price in one line of yarns has increased from 56 to 92 cents per lb. Another firm showed figures by which Botany wools had gone up nearly 60 per cent., and merinos 29 per cent.

The Review also saw a copy of a circular issued by a firm that had a considerable quantity of dyed stuff to sell in which prices ran all the way from $1.85, $1.90, $2.30, $2.40, $3.50, etc. The original cost of these dyes over a year ago ran 20, 30, 35 cents, etc., up to 60 cents. Not only so, but there is no guarantee that those offered now are of the proper quality.

Will Not Depreciate Standard Lines.

The head of a firm manufacturing hosiery made the following statement to The Review: "All our goods in the past have been made to sell at a price round $1.85, giving a good profit to the retailers to sell at 25 cents a pair. Now we must either reduce the quality of the article or increase the price. The manufacturer is thus between the devil and the deep sea. A manufacturer who has turned out an article of a quality such as has brought him in good business and an article that has become well known to the trade and to the public is not going to put out an article of an inferior quality. He must either cancel that line or put it out at a higher price. The chances are of course that in most cases he will manufacture an article to sell at the 25c rate where his branded article could not be sold."

Another point in connection with increased prices that lies behind the increased cost of manufacture is in the spinning as well as in the raw wool and the dyes—the spinning cost has advanced several times.

ADVANCES OF $6 IN SWEATER COATS.

One manufacturer announces that he will raise sweater coat prices as follows for late Fall orders: 39c line to 45c; 42c to 45c or 50c; 52c to 62c—in fact the last may have to be cut out, owing to the scarcity of Saxony yarn. Prices of Saxony quoted show advance from 88 cents to $1.20 per lb.

"It is not so much a question of price but of getting the goods at any price," said one manufacturer. "Spinners are not anxious for business. You write to a spinner and he says, 'my quotation is so and so, but you cannot get it for three months.' Much of the spinning was done in Roubaix and in other points in the northern part of France, particularly the worsted spinning and where a poorer quality grade of wool could be used than it has been possible to do in England, as well as the finest. Leicester was in the habit of shipping tops to Roubaix but the Germans have taken their machinery and shipped it to Germany, and the English must spin the yarns that they require."

One manufacturer showed a certain line of yarn which had run between 1s. 11d. the lowest figure, to 2s. 8d. the highest range in the past.

"We have just had a quotation of 5s. 7d., which does not include the war tax and the other higher cost of landing. One cent a lb. was what we allowed before for landing; now it runs from 3¼ to 4c."

Another quotation from a correspondent showed that fine yarn bought at 2/6 to 3/8 is now being offered at 6/3 with no delivery until November or December.

A sample of advances that have been made was one line that sold at $4 before was advanced in Spring to $4.25 and now to $4.50 a dozen. When making a new contract the price will be very much higher, said the head of the firm in question.

U.S. Men Ask Relief

Dye Stuffs Situation Becoming Acute—Want Guarantee of High Duty Against Germany.

NEW YORK, August 17—(Special).—The dye stuff difficulty was sufficient for a meeting of the National Association of Hosiery and Underwear Manufacturers to be held in Philadelphia recently, when a resolution was passed calling on the Federal Government to encourage the establishment of dye works in the United States by some guarantee that a sufficient tariff would be imposed on outside dyes as to enable the United States men to work out the situation at a profit to themselves.

The resolution declared that the hosiery and knit good manufacturers in common with nearly all other branches of the textile industry were suffering severely because they were unable to obtain dye stuffs which had hitherto been imported. They went on to declare that it was entirely feasible and practicable to manufacture this dye stuff in the United States and that American capitalists stood ready to furnish capital for the production of the dye stuffs provided sufficient protection was afforded to guarantee that their investment will not be wiped out by foreign competition after the termination of the European war.

The need of dye stuffs, they declared, in these industries was becoming more serious and acute. They, therefore, asked the Government "to promptly enact some new tariff regulations or make proper changes in the present tariff guaranteeing adequate protection to persons, firms or corporations who are contemplating or who may be induced to develop the American dye-stuffs industry."

A copy of the resolution was sent to the President and every member of the Senate and the House of Representatives.

In England, as will be remembered by readers of The Dry Goods Review, the Government subscribed a large portion of the capital required for the organization of a new dye stuffs factory there.

This illustrates a one-button hatch which is designed to solve the difficulty of keeping the buttons of a combination in order. A collar button may be used if the single button comes off. Shown by Zimmerman Manufacturing Co.

Relief in Protective Tariff Alone

The president of the association declared that the manufacturers all over the country saw relief only in a protective tariff and that they were willing to buy American made dyes even at a considerable increase in rate. "There is only a small stock of colors now remaining in the country and these are in the hands of speculators who are holding them at fabulous prices. Many mills in all parts of the country," said the president, "are already idle because of the scarcity of dye stuffs and many more will have to shut down if American manufacture of anilines is not encouraged by adequate tariff enactment."

He added that dyes could be made in this country just as well as in Germany or elsewhere, but labor conditions make impossible the growth of the dye stuff industry in America unless foreign competition, sure to come at the close of the war, is taken care of through tariff regulations.

SPINNERS MAKING BIG PROFITS.

Speaking of conditions in the woolen yarn market, this buyer laughed at the early prophecy that no cashmere hose that could be sold under 50 cents would be on the market next year.

It seems inevitable that there will be an increase in the price but not to that extent. Next year will be worse than this year because no matter what happens there cannot be any relief in the near future.

"It is not so much the wool market—prices are high but supplies keep up—as the spinners. Formerly 80 per cent. of the yarn used and sold in England was spun in France and Belgium, finer work as a rule than could be done in England. Now the spinners have far more orders than they can attend to and are making large profits on their work.

"Another difficulty is a supply of knitting needles. These were made in Germany, and as a matter of fact some have been sent over to English mills from Canada."

NECKWEAR

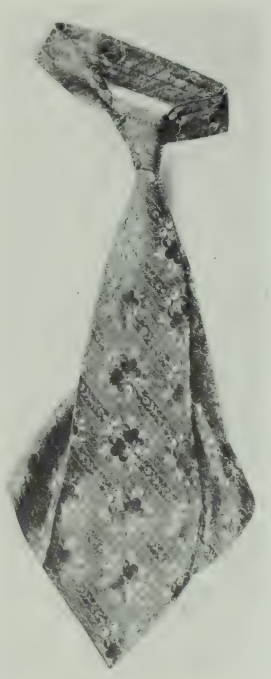
MONTREAL, Aug. 16—(Special).—Without doubt one of the biggest neckwear sellers for Fall, and a line on which several manufacturers are pinning their faith, will be the ombre, or shadow satin, or rainbow satins as they are sometimes called. These will be offered to the trade this year in all sorts of combinations, and manufacturers have gone heavy on this line. It is a pretty staple line, and one that usually sells well in autumn. One maker states that he never got stuck on them yet.

Those who have bought heavily in black and whites, need have no fear of them being left on their hands as soon as the Summer is gone. From all appearances, it will seem that they will be as good as ever for the Fall, all kinds of black and whites—mixtures, stripes, almost any combination will be good, it is stated. Repp silks in black and white are now being made up, and are expected to be big sellers. Shepherd checks in all colors will sell, particularly black and white; in fact, manufacturers state that checks, both large and small, will be good. Paisleys are expected to make a nice tie for the Fall; Paisleys in all-over effects and in stripe effects.

A Montreal neckwear maker states that spots on satins, silks and failles should be in demand, in all sizes, large and small. They were not such good sellers last year, but as they are being shown in American haberdashery stores, it looks very likely that they will arrive here for Fall trade. The same maker states that large designs in high class neckwear will be the thing.

The new sports tie came rather late on this market, but those who went into this line state that it has proved satisfactory. It is still selling well, and is expected to be a seller until the first week in September, in fact, as long as the warm weather lasts. It is believed that this will prove a paying line for the women's trade next year, as they look exceptionally well on middies and other low neck dresses. The knot ring appears to have met with favor, one of the largest makers stating that his stock of six hundred dozens was cleaned out.

Fall ties; shown by Tooke Bros., Ltd.



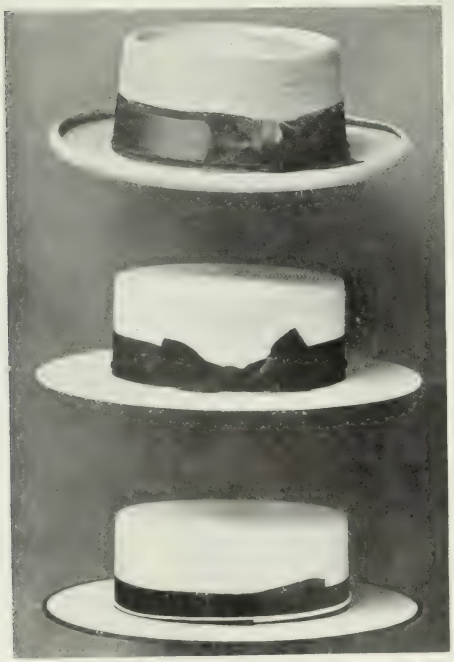
The Sterling Neckwear Company show an attractive tie for Fall in this silver and dark grey silk, flower design.

A GENERAL SHORTENING OF CREDIT.

The National Council of the Canadian Credit Men's Association at a meeting in Winnipeg, passed the following resolution: "That we the Council of the Canadian Credit Men's Association believe that it is desirable in the interests of the trade and commerce of the country from the standpoint of the manufacturer, the wholesaler and the retailer that the different branches of trade should seriously consider a general shortening of credit."

HATS and CAPS

ALTHOUGH the time has not yet come when we are altogether through with wearing straw hats for 1915, the trade are ready with their samples for next Spring—that is the Spring of 1916. If we may say so, this year 1915 has been somewhat nondescript in its straw hat styles. They have been neither one thing nor the other. They have neither been pronounced, low crown and wide brim, nor yet high crown and shallow brim. For next year, however, there are some distinctive style indications and the most important is that we are getting back to a conservative wide brim and shallow crown. The proportion will be 8¼ by 2½ and in some cases 3 by 2½, but the first figure we have named will be the more popular, and the most probable. It is a style—it will be remembered—that was in vogue about five years ago and is such that possibly, more than any other style, suits the average man. A narrow brim and high crown only suit a few men, but the wider brim with a low crown suit the great majority.



Three new straws for 1916 *selling shown by the Crown Hat Company, of Galt. The top is a split in negligee style with curl brim, and is sold in white or straw color. The shape is like that of a Panama and it looks like a popular seller. The second is a conservative split straw with a slightly higher crown and a slightly wider brim. The third has the feature of a black edge to the brim, and the sides of the crown are arched.*

It would appear that the big run will again be sennit straws, but in this connection we wish to say that next year, as never before, manufacturers will have to put out some very fine split straws. Some few months ago we showed in these columns a picture of a split straw hat made by one Canadian firm which for fineness and exquisite making has not been beaten to our knowledge in England or America. This, however, next year, will be the rule and not the exception. There will be more and more demand for a finely made split straw and the finer ones will get the trade.

Novelties in Split Straws.

There are some novelties in split straws. One we saw was made horizontally and was so made that the light playing on the crown would effect the shade of straw, there was a line down the middle of the crown, and if the light fell on one side of the middle it would make that side look a little more creamy and a little more white than the other side. When the hat was reversed the reverse side showed the lighter shade. This hat too was novel and it had the side of the crown made in arch fashion instead of going horizontally round as the crown did. The ribbon on this hat too was exceptionally low and in this connection we would say that with regard to ribbons of next year, these bands will be in the main considerably lower than we have known them to be for some time. In the case of some freak hats, they are as low as one inch and in the majority of cases they are an inch and a quarter to an inch and a half in depth. This, it will be recognized, is shallower than we have seen for some seasons.

On most straws the bows will be three-quarters: there will be no back bows. The bows, too, are in the main a little more ornate, being made up in a butterfly shape rather than the plain ordinary bow, although of course on a great many hats this will be worn because some men are conservative as to details of their dress in such things as bows and their hat bands.

Novelties in Sennits.

There will be some attractive things in sennits for next Spring. One very attractive neglige which we saw was straight split, with Shansi brim. This was made up after the fashion of a Panama hat; the brim was soft and limp, and turned up, although it did not curl. The crown was slightly indented and the whole hat was rather after the fashion of the telescope shape in Panamas which have been so fashionable for this year. The bow on this hat, by the by, was in a bronze coloring and looked mighty attractive. The hat may be got either in a yellowish kind of straw or in ordinary white. It makes an ex-

cellent novelty hat and is in addition a good substitute for a Panama for a man that does not want to bother with this latter.

There are some other novelties so far as shape is concerned and one in particular which we saw, and which, by the way, we do not hesitate to say we don't like, was a hat which had the usual oval opening for the head which, as the crown went up, became a sort of diamond shape on the top of the crown. It will be seen from the description that for any crown to taper thus unevenly, would make bulges and an odd-looking shape altogether: this hat is distinctly freakish. Never the less for that, however, it may be a good seller and we report its entry, with other hats.

As we said before the ordinary conservative straw will be the big leader and the fairly low crown and the fairly wide brim will be the main thing so far as style indications are concerned. Just lately we have not been able to see any new Panamas for next year, but there will be further notes on these in a later issue of Men's Wear Review.

BUYING PEARL GREY HATS LARGELY FOR FALL

Dyes Make Greens and Blues Difficult to Guarantee—Warning of Manufacturers Against Raw Edges—Straight Brim Belgian.

THE old trouble with dyes, which is becoming more serious every month has extended to the hat trade for Fall. It is this reason partly, as well as a desire for a change, that is stimulating the turning out by the manufacturers of the lighter shades in soft hats instead of the deep blue and green that were so popular last year, greys, tans and browns. The deeper colors are much more difficult to get and it is impossible to guarantee the quality of the dyeing that is done on these hats.

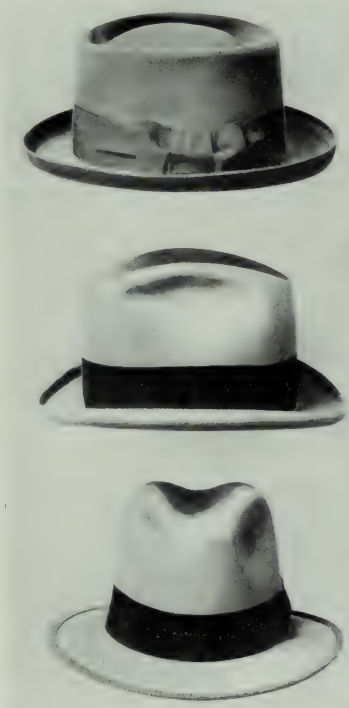
The Review is able to give an extract from a letter of a manufacturer to one of his large district agents, touching on this point. He wrote as follows: "Would suggest that you push either binding or welts on all dark colors. The dye we have now does not penetrate well, and is liable to show a different color on the edge. Binding or welts will hide this. We may overcome this but are not sure. About six hats out of every dozen are not penetrated. We are selecting them, but some are liable to pass by if used for raw edge hats."

Apart from this point of view altogether, the public seems to be turning to the lighter shades for Fall in preference to the old colors. It is quite true that a large number of the others will be sold. Travelers have found that they have become, like the stiff hats, a staple line, and it is likely they will continue in demand for a considerable time to come, but reports from various centres in Canada as well as the United States indicate that pearl grey or in some cases a slightly darker shade will be the best seller. Our New York correspondent in this issue points this out with some measure of confidence. The pearl grey idea, as readers will remember, was developed from the late Spring and was a movement away from the dark shades. Perhaps the introduction of the black band had something to do with the acceptance for this Fall. In any case it ran very well during the last month of Spring. A large number of dealers were cautious of the movement, but those who played it up got very good sales. The grey hat has a more dressy look to a certain extent than the others, but how it will stand the wear and tear of the changes of weather, particularly rain and wet snowfalls remains to be seen, as in its present state it can hardly be termed an ideal style and color for Winter outdoor wear.

However, it is to be strongly featured as an early Fall line. If it is to be accepted generally by the public, however, it must be of a quality that will last through the Winter. Canadians are not in a position this year to buy two soft hats and everything that is bought early in the Fall must do them service until the time for straws comes next Spring, 1916. At the present time this looks to be the only possible objection to urging the pearl grey hat for the Fall and Winter selling.

Alpine Fedora Proves Leader.

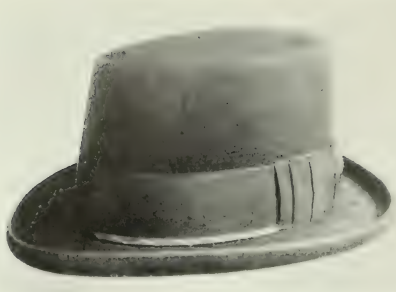
As predicted months ago in Men's Wear Review, the



NEW MODELS FOR FALL.

1. *Sunken crown, made with broad bandings, in all colors.*
2. *Pearl grey, Alpine fedora, with black band.*
3. *Snappy model, in Belgian shade, with brim like a straw hat.*

Shown by Wolthausen Hat Co.



New Fall model of young men's soft hat. Made by E. Guillet & Sons, Ltd.

sales for this Fall are turning largely to the Alpine Fedora, although a considerable number of orders have been received for the telescope or sunken crown that was so strong last year. The latter is still being held to by a large portion of the younger men who are not quite ready to go back again to the more conservative type of fedora. However, as far as can be learned, the larger number of hats that have been sold so far are after the fedora type.

One of the new lines that are being brought out is what may be called a half-way step between a straw and the ordinary turned-up crown of the soft hat, such as we show in this issue. The brim is flattened out, with a downward droop, and the creases in the crown are near the front, rather than in the centre, as in the ordinary fedora. The hat reminds us of the Rough Rider or Cowboy head piece, excepting that the brim is not so wide and the droop not so pronounced. It comes rather as a novelty than a staple line and will be most popular naturally in a Belgian, a sort of tan shade.

Bands run from 18 to 24 lines, while bows follow earlier indications and are mostly at the full side.

No Clothing for England

British War Office Reported to Have Surplus—Looking for Canadian Orders.

THE chief interest of the dry goods trade in connection with war purchases naturally centres in possible contracts for uniforms in khaki, underwear, caps, mitts, socks and boots, and manufacturers are looking forward with considerable interest to some announcement as to the intention both of the Canadian and the British War Departments as to the placing of orders for the Fall and Winter campaign. Up to the time of writing several orders have been placed for cotton drawers supposed to be intended for cavalry, and one for socks, but nothing definite has been heard of an order for clothing nor sweater coats, nor underwear. The manufacturers in these lines have presented their cases individually before the Purchasing Commission where any information was desired; in other lines the Militia Department is already in possession of the names and equipment possibilities of manufacturers in this country.

Lots of Clothing in England.

The Review secured some interesting information from the Secretary for the Canadian clothing manufacturers, Mr. W. K. Cook, who is in close touch with the situation in England and France as well as in Canada. Mr. Cook stated definitely that no orders for clothing either for the English army or the French army were expected by the clothing manufacturers of Canada. This applied also to the United States as well as those in this country. They were, of course, expecting to have large orders for clothing from the Canadian Commission for equipping Canadian troops. There was still some doubt as to whether the Canadian Government was responsible for the equipment of Canadian troops after they reached England and were enrolled as part of the British forces, but the general opinion is that this is entirely under the control of the British War Office.

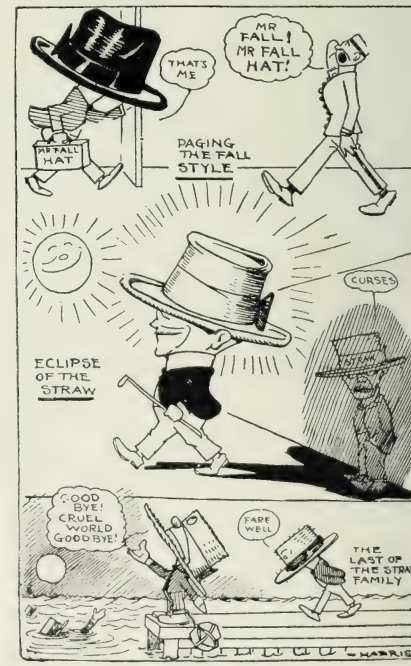
Canadian Government Supplied Khaki.

Dealing with the method employed in connection with the giving of orders for clothing, Mr. Cook stated that the Canadian Commission would probably follow the practice of the Militia Department and buy the khaki itself and supply it to the firms that were making up the clothing. The cost of the khaki would be charged up against the firm and allowance, of course, made in the contract price. The price of the khaki would be higher than it was for last Winter and early Spring orders, but the Government would charge it up itself and the likelihood was that about the same rate would be offered for uniforms as was the case last Winter.

Hard to Make Profit on British.

The prices obtained for Canadian clothing allowed a fair profit, it is understood, for the manufacturer. For the British clothing of last Winter the Canadian maker had to devise some scheme of saving, or he would have found it difficult to have come out ahead.

ENTER FALL HAT



How a Chicago paper co-operated with the retailers.

SUITS & OVERCOATS

Smaller, Sharp Cut Lapels

Wide Type of Spring Passing Rapidly and Roll is Not Returning—Pants Narrower; Vests With Collars.

BY way of a change we are giving the views on clothing not of a manufacturer but a prominent retailer this month, one who handles three or four lines of high class clothing, and is himself an authority on style topics. The man whose views we are going to discuss is well qualified to speak, and may be said to express the views of manufacturers pretty well, inasmuch as he is handling several lines of goods.

With regard to suits, it is now assured that, as our retailer friend expressed it, we shall "be more English than ever." Certainly several of the models which we have seen corroborate this view. The form-fitting tendency is more pronounced—in suits—than ever before, though this year the waist would appear to be a trifle higher. The shoulders are pretty much as they were for this last Spring, sloping and graceful, and natural. There will be no cuff on the sleeve of the coat. A few suits may carry this but the majority of manufacturers are letting it go; it was a fad, anyway, the sort of little finicky trifle that comes in one year and goes out next, and is never overly popular.

Wide Lapel Fashion Flickering Out.

The lapels of the new coats—suitcoats—will be narrower than heretofore. We probably reached bottom in the matter of wide lapels in the Spring models, and of course the New York fashion experts declared themselves sick of the ultra-wide lapel some few months ago. We do not wish to be misunderstood about this; it was immensely popular for Spring and partial Summer wear, but it is a secondary style only for Fall, and by Winter will have flickered out, so far as well-dressed men are concerned. The whole trend of the lapel is peculiarly English-wards. Not only will it be narrower, but this will be the first tendency displayed towards the higher and shorter lapel which is surely coming. This is worth noting; usually a narrower lapel means a longer one, and a wider one, a shorter one—as evidenced by the wide and short one just referred to which had the run during Spring and Summer. But for Fall the tendency will be reversed; the narrower lapel is the first step—in this case—towards a shorter, or higher one. With it, too, by-the-by, there will creep in the trend towards a peak. This is looking very far ahead, and we only throw out the suggestion. Few lapels are placed for Fall. Most are square; some round and blunt; nevertheless in a year or so the peak will come into its own again, as it always does with a high or short lapel.

One of the Semi-Ready Tailoring designs for the autumn season. A three-button business sack, soft roll collar, broad lapels, slightly peaked, and a comparatively straight front effect.

For Fall, then, a narrow but slightly shorter lapel on your suits. As to buttons, two and three will be worn, more three than was the case last year, by long odds. Lapels will not have as much tendency towards being rolled. There will be more cut sharply.

Collars on Vests.

The vests will be altogether more conservative. They will be deeper. The high vest only came for a little while. It doesn't provide scope enough and comfort enough for the collar to be really popular and the medium vest will ride back to custom on a crest of popularity. Three vests out of four—or thereabouts—will have the lapel. There was some doubt about this a month or two ago, and readers of Men's Wear Review will remember that we expressed it. It is settled now, however, and the little detail of the collared vest will not be absent from the smart suits. No flap pockets will be worn—outside the race course. The bottom of the vest will be conservative in its cut-away lines. The sharp, highly angular vest will not get there as much as the one which makes a blunter angle with the vertical vest line.

As to pants, these will be narrower for Fall, much narrower. And ninety per cent. cuffs will be worn—according to our informant.

Tartans May Replace Serges.

The materials used in making up

(Continued on page 59.)

PENDULUM SWINGS TOWARDS LOOSER O'COAT

For Fashionable Wear This Seems Likely to be the Stronger—Close-fitting Lines Being Modified—Prices Advance for Late Fall Orders, With Few New Patterns.

AT this time it looks as if that Solomon-like reply of a certain judge who was called upon to decide the issue between two disputants, "There is much to be said on both sides," may be duplicated with regard to the styles for Fall overcoats. Early in the Spring Men's Wear Review pointed to the loose-fitting coat as one that was likely to be fashionable with exclusive dressers for the Fall, and in spite of all claims that have been made to the contrary we must still adhere to this forecast. Unquestionably, of course, for the general or popular trade the slightly fitting coat that has been used for years will naturally be a strong seller. Some of the manufacturers are dividing their lines between the two and in this way are likely to catch the trade of both, but at the same time they are slightly modifying the close fit of last year's coats. Models approaching the Kimono sleeve or Balmacaan style are very hard to find but here and there some individual is discovered who adheres to the loose sleeve and proves superior to the general combination of forces that have decreed the death of the favorite of the early Fall of 1915. The original designer of the coat in England shows little signs of departing from his strong advocacy of this style. Dealers, generally, will not be sorry to see the extremely flared and loose Balmacaan depart; it was not warm enough for the Canadian Winter—the new loose coat is much warmer.

In their dilemma as to the two types for Fall Canadian manufacturers are not alone however, as it will be noted in the correspondence in this issue from our New York representative that this question is not at all settled in New York even yet, and the two separate styles are still bidding as strongly as ever for popular trade.

Few New Patterns and Prices Up

The difficulty in securing overcoatings has begun to be felt here just as in suitings. Manufacturers are complaining of the absence of new designs as most of the mills where they are making any deliveries at all urge their customers to be satisfied with the old-time staple patterns. On this account the 1915-16 season has proved very "quiet" in a special sense of the term in overcoats. Placing orders for Fall were based to a great extent on materials of which there was ample stock on hand in the mills and of which the manufacturers had sufficient to cover ordinary orders and at prices but little in advance of the previous year. A new condition exists now and when these stocks are cleaned out all new orders that have to be filled will receive an additional price that will vary with the goods until the retailer will find it difficult to make a showing at anything like the prices he has been able to do for many years past. The outlook for Spring in regard to variety of new patterns and guarantee of delivery from the mill looks to be far more serious than is the case for Fall.

LOOSE MODEL FOR FALL.

Distinctive style for young men, velvet, deep scye, whole back velvet collar, skeleton unlined, with French facings. Shown by Wm. H. Leishman & Co., Limited.

A report made to Men's Wear Review by a man in the trade who has received reports from the majority of centres in Canada confirms the opinion previously expressed that the trade is not uniting as in most years on any particular cut or material. Plain dark grey cloths are being taken up rapidly, and plaids, cheviots, and meltons will find a large sale, as well as the old time cloth with the "boucle" curl which was popular seven or eight years ago. It is generally agreed that chinchilla which survived last Winter with difficulty is practically dead.

The New York idea of the narrower lapels for Fall has not been adopted in Canada yet. The wide lapel is still continued and in many models goes to even greater extremes than before. In this it is lagging behind suits where the swing backward has begun already.

ED. MACK'S VIEWS

According to one of the prominent retail clothing men in Canada, Ed. Mack, there will be 90 per cent. of young men who will wear a loose overcoat this Fall, and the other 10 per cent. will wear the form-fitting.

"The coat for Fall," he told The Review, "is a loose-skirted, rather short coat, either single or double-breasted, leaving lots of room. The Raglan shoulder is the correct thing. Lapels, which are very wide and very big—giving a look of bigness and comfort altogether—will be round and very blunt, almost a curve in line, instead of an angle. The 'Tipperary' will be a big coat.

"Materials will be fancy, in all sorts of warm browns, greys, greens and some blues. Brown will be a strong note. Checks and mixtures will be *the* thing in patterns.

"There will, of course, be no belt on this coat; otherwise it would be a form-fitting coat. Pockets will be of both varieties, horizontal and slash with a predominating number of the former in the loose, and of the latter in the tight coats. Cuffs may or may not be worn on the sleeve. Nine out of ten coats, loose or tight, will probably show velvet after all. It seems to have come to stay. This does not apply to ulsters. They, too, by-the-by, will have the usual big belt and be made exceptionally roomy as to body and skirt alike."

GUARDS CUSTOMERS FROM EXTREMES IN ORDERED CLOTHING

Peterborough Merchant Looks on Every One as a Repeat Customer, Who Might Be Driven Away—Supplementary to His Stock of Ready-Made.

Special to Men's Wear Review By a Traveling Staff Writer.

IN a recent issue of The Review attention was called to the tendency amongst men's furnishers in Canada to extend their activities along the line of clothing and particularly Made-to-Order business as agents for some outside firms. This tendency is a marked one across the border and it is operating both along the ready-made clothing and the special order clothing lines.

The movement is due to two more reasons: One of these is that there is believed to be good money in the clothing business and merchants are desirous of increasing their turnover and the possibility of profit. Another reason given by many of those who have gone into the new line is that they have received a number of requests from customers for clothing which they have been unable to fill, and they have felt that the two would work in for the mutual satisfaction of their customers and themselves.

For those who are not willing to undertake any further liabilities the special order clothing carries with it a ready appeal. They argue that they need to carry no stock on hand and that there is no further outlay required; they can take orders and receive the cash for them and get each suit disposed of without any further obligation on their part. There is no danger of stock piling up on their hands on which they may not realize 100% of the marked price as there might be if they kept a large stock on hand that might not suit the whims of customers or of changing styles.

Using Young Men as Models.

The general practice of those who deal only in ordered clothing as supplementing their regular business in men's furnishings is to have a table and a couple of chairs near the front of the store or some other convenient place where it will be prominent and easily seen and to have samples of clothing laid out on the table with style books supplied by the particular firm or firms that they represent. In order to make it easier for their customers to come to a conclusion some retailers have the price attached to each sample, so that those that go beyond a certain price can be rejected by the customer and his choice brought down to a few samples, probably without the assistance of the merchant himself. Some dealers, one of whom is a St. Catharine's retailer, told a story recently through the columns of the Men's Wear Review,—use a young man as a model on Saturday afternoon and evening, having him dressed up in one of the most popular styles for young men and parading up and down the store. This method has been found very successful as it gives the customer the exact idea of what the suits will look like and not only shows up the style but the pattern as well.

Supplementing Ready-Made Stock.

There is another type of merchant who makes the order clothing supplementary to his stock of ready-made clothing, taking orders from customers who cannot be suited with the stock he has on hand. The argument for this method is of course that a customer is retained who otherwise might have gone out if he could not find something that he liked. Such a business is carried on by one of the best known men's dealers in central Ontario, Mr. A. N. Laidlaw, of Peterborough. Mr. Laidlaw has a good supply of ready-made clothes in a handsome cabinet running down the right-hand side of his store, while in addition on the other side on a table he has samples of cloths and style books which are used by those he is unable to interest in the ready-to-wear lines he has on hand. This has proved to be a very satisfactory combination method. It gives a double-barrelled chance of a sale.

Mr. Laidlaw has the advantage over a great many who are in the clothing business, that is those who go into it without previous experience, owing to the fact that his business developed from that of a custom tailor in which he was engaged for many years. He introduced the double end and gave up the personal making of clothes and took an agency which he has held for a great many years to the mutual satisfaction of himself and the maker. His early experience as a cutter makes him particularly fitted for taking measurements, although under the present system as it is being developed there are few causes for complaint even among inexperienced handlers of this line of business. In a period of 10 years, Mr. Laidlaw says, he has not had two suits thrown back on his hands, so that this point is a negligible one in his business.

Away From Extreme Styles.

In taking orders he is careful wherever possible to guide his customer away from any extreme styles. He put it this way to The Review: "I am not in the business like some men in Toronto and Montreal where there is a large transient trade and where you get all kinds of people coming in for all kinds of suits. If you sell an extreme model the man may never come back to the City and your trade will not suffer even if he is dissatisfied with what he has bought. Moreover tastes in a large city are apt to be more varied than in a small one. But with me the whole idea is not so much to sell a suit to a customer but to make a sale or not to make a sale with the ideas of retaining custom for years to come. That is the only way I can do business in a city of this kind. It is my first aim then to induce the customer to take a pattern of cloth and a cut that he will be satisfied with all the time he is wearing the suit. If it is too extreme he is likely to tire of it and I will suffer the next time he is ready to buy a new suit."

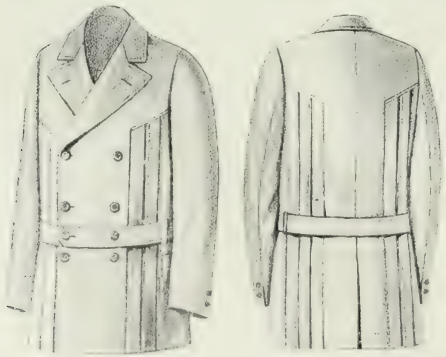
Mr. Laidlaw as he spoke was looking over a number of plates, and strongly condemning the wide lapel, with what has been called the agricultural triangle. He is rejoicing that the short vogue of this style is fast coming to an end.

BOYS' DEPARTMENT

MONTREAL, August 16 (Special).—In juvenile clothing, the tendency for Fall is away from the old Buster and Russian children's suits, and towards the Dombey, Oliver Twist, Eton, and fancy effects, which have been shown with much success by the manufacturers of wash goods. In the old styles we had the side button effects, buttons all the way down the side; in the new style, the special feature up to seven years is that they are made with straight pants. Combination of different cloths are being used effectively, such as blue and shepherd plaids. The latter should be exceptionally strong this year, the belt being wide, and together with collar and trimmings on sleeves being made of blue material, the rest of the suit being of shepherd's plaid. Corduroy effects in these styles will be good sellers, in various colors. Green corduroy is expected to be popular.

New Models for Fall

In boys' suits, Norfolks and D.B.'s will continue to share popularity, with a tendency in the larger sizes to single breasted Norfolk effects, that is, plain fronts, and fancy belted backs. In these, patch pockets are expected to predominate. This tendency is seen in the new models of a prominent Montreal manufacturer of boy's clothes, who has two distinct models ready for the trade, in which the above features are plainly indicated. One of these is a single-breasted square fronted coat, with wide lapel, soft roll, patch pockets and permanent belt. The back is fancy, with long pointed yoke, and three pleats, two long and one short. These garments are made with inside pencil pockets.



Fall Model, 1915. By courtesy Theodore Morre, designer, John W. Peck & Co., Limited, Montreal.

Towards English Styles

Both in boys and juveniles the tendency in pants is towards straight legs, which is a decidedly English style. There is a marked movement this year in the direction of English styles in juveniles, and each year sees more pep being put into this class of clothing. The same manufacturer referred to above has a small boy's suit on the market, under the name of "Billy Boy," which has a fancy sleeve, cuff, and fancy collar of contrast cloth to match the cuff. Straight knicker pants go with each suit. On the side of the cuff on the knicker pants are two pearl buttons and braids, which also match the sleeve and collar of the coat. The collar is made with low opening in front, and the coat buttons three-quarters of the way down the front. It is put on by slipping over the boy's head. There are patch pockets, with pearl buttons. The coat is made bell bottom, which is an entirely new feature.

"Billy Boy" suit, fancy sleeve, cuff, and fancy collar of contrast cloth to match cuff. Straight knicker pants. Shown by Saxe Clothing Co.

Boys' Clothing Up 25 p.c.

Average Advance for Fall for Same Quality—
Difficult to Get New Patterns—
Norfolks Favorites.

THE inevitable advance in the cost of clothing or Fall has included boys' lines as well as adults. An estimate by one of the largest manufacturers of Canada figures this increase out to fully 25 per cent., that is an exactly equal quality basis to last year. The retailer will have suits to sell at last year's prices, but they will not be of as good quality. All woolen cloths have soared and the prospects for Spring stocks is that further advances will be in effect.

England has long been Canada's greatest source for low-priced cloths, but English mills have had to depend in large part on Germany, Russia, Austria and other countries for her stocks of rags. Then there is the trouble of dyes that often seems too much magnified, but is becoming more acute. Enormous profits are being made by many holders, and in spite of predictions there seem to trickle through a fair quantity of the German aniline dyes, but the prices are three, six, ten or often twenty times what they were a bare year ago.

Dropped After 16 Years

The natural question of the retailer at the opening of a season is one about the new styles and new patterns in cloths that he can show his customers. These points, however, are not worrying the manufacturer: it is not new patterns but how to get the goods at any price. One Canadian manufacturer who for sixteen years has been able to depend on regular shipments of woolens, strikes or no strikes, says the last information was that only one more shipment of twelve bales was coming and no more were in sight.

A letter from a Leeds firm states that all cheap cloths are up fully 6d. a yard. Another quotation shows that a line of serge that sold one year ago for 2s. 1d., is now up to 3s. 9d.

Dyes Not True to Sample.

Not only is the price increase serious, but the dyes are not turning out true to sample. The mills say it is impossible to guarantee a perfect shade with the dyes they are compelled to use now in place of the German.

"In order to keep running," said one manufacturer, "we are compelled to go to the United States for a considerable portion of our cloths at a duty of 42½ per cent. They are improving of course, over there, but as yet it is impossible for us to get anything like the range of samples we had before. The outlook for the Spring of 1916 is even more serious.

In boys' suits for Fall there is nothing new in fabrics on the market. The popular demand continues for Norfolks with the new wide lapel on the single breasted, side pleats, patch pocket and full round bloomers, peg top shape.

Khaki for Children

The popularity of children's khaki clothing will continue more or less until the end of the war. They are still being made by some of the best Montreal makers. Several firms have improved on their original model by making breeches instead of straight pants, which gives a true soldierly effect. In the United States, where the boy's khaki suit is also very popular, these suits are being made with the insignia of rank. Officers' uniforms, however, are confined to the high-class tailor-made trade.

In the case of youths' clothing, the popularity of the wide lapel is regarded by many manufacturers of young men's clothing, to be on the wane, and according to what is seen to be coming in the United States, will be supplanted by a narrower lapel. The tight-fitting English soft roll is expected to be maintained. The vest is lower than usual, the collar on the vest being soft roll, with only a few straight collars. About fifty per cent. of the vests are being made with no collar at all.

Models of Fall suits for boys: single-breasted Norfolks, with wide collars and lapels, patch pockets and pleated down the front; full bloomers. Shown by Jackson Mfg. Co.

A new model has crescent pockets, three-quarter permanent belt, single-breasted round front, and crescent yoke in the back, with two inverted pleats. This manufacturer is supplying bloomers with all these suits, in which the tendency is seen to get away from the peg-top to the knicker-bocker bloomer, which has a straight leg and a very full knee.

SMALLER, SHARP-CUT LAPELS

(Continued from page 55.)

suits will be just about everything but blues. These will be made up, of course, but they will be more high-priced than ever, on account of the difficulty in procuring them. Instead of serges it is said that tartans will have the big run, and in these, a small plaid with a dark red color note prominent. This makes up very nicely with dark green or darkest of grey, and it looks like a winner.

SOME EARLY FALL ADS.

Men's Fall Suits
Now Fall Suits are here in such fashionable models and of such enduring cloths that we may truly say that never have styles been neater, tailoring better or wear more promising than this season.
There is everything here that the man of "youngish" tastes could wish for. The majority of the suits are built semi-English, with almost snug fitting backs and a bit shorter, narrow shoulders, broad soft roll lapels, trim straight trouser lines and cuffs at bottom if desired. Also suits with less marked extremes of style, suitable for the men of more conservative ideas of dress.
Tweeds and Worsteds are much in evidence and shown in all new shades of brown and grey, also a fine assortment of Tartans.
.... Prices range from .....$10 to $30
MEN'S CLOTHING DEPARTMENT
son, Limited

with a Fall instead of a straw hat.

The ad. of Thornton & Douglas, Stratford, could be strengthened by going into more details about what is new in Fall hats: it is rather too general.

The Oak Hall (Toronto) ad. is a bright and attractive display starting out with a very expressive illustration. It was three columns wide and full length of the page. The whole "air" of the ad. is favorable to sales. The last illustration where the boy is holding out the extra pair of pants is a striking one, although the artist's work could be improved.

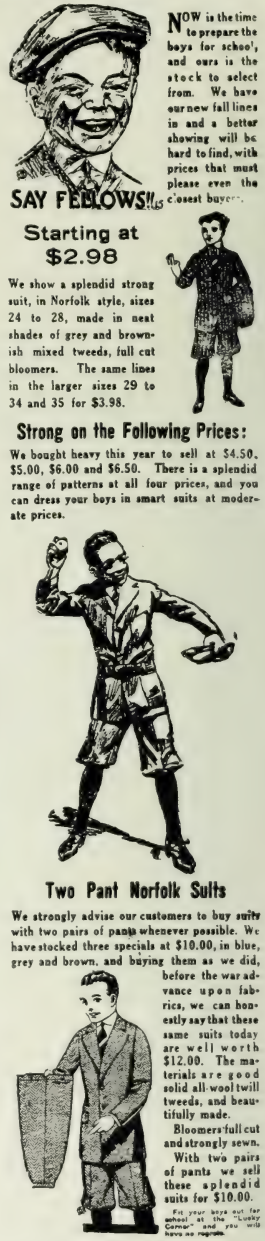
ON SALE TODAY
Young Men's Suits, Good Value Saturday at $13.50
THE new models for fall have a few quite interesting innovations. The two and three-button sac styles with soft rolling lapels are still favorites, although there's more of the military erectness to the figure this season. The lapels are peaked, shaped, or square corners; coats are shaped at waist-line as before, only these are without the vent in back. The vests open a trifle lower than last season, although they still have six buttons. Some coats have patch pockets, others have top flaps. Trousers may be plain or with cuff. The materials are soft cassimere finished tweeds in small and indistinct checks and the new overplaids, fashion's latest designs. The colorings are green, olive and brown, the newest for young men's wear. Sizes 33 to 38 chest. Extra good value at 13.50

Take Elevator Save $10
See the new Over-Button Coat Double Breasted Vest Models. Some suit For Size
They're Here!
First Showing of the
New Fall $25 Suits
AT
Our Up-Stairs Price
15
You don't have to wear "clearance sale" "left
NEW FALL HATS
We have received some early shipments of new Fall Hats which will interest the young man who wants to be up to the moment. Mallory's new American Hats in all the new shapes, both soft and both soft and stiff.
$3.00
Canadian and English makes, including the famous Christy, both soft and stiff, at $2.00, $2.50 and $3.00.
It's not too early to buy your new Fall Hat.
Thornton & Douglas, Ltd.
Men's Hatters.
Our Fall Suits at $18 and $20 cannot be equalled for less than $30 and $35.
No Extras. No Alteration Charges
Second Floor Kent Building
CLAUDE · RILEY
PASCOE & HERN
Corner Yonge and Richmond Streets

Here are reproduced early ads. for the Fall Opening of men's wear. All of these, picked at random, are illustrated, a good feature wherever possible, but to be effective the cut must be a very close likeness of the goods shown. Often it is a poor makeshift that detracts from the descriptive matter.

The top sample is a section from the advertisement of a St. John, N.B., dealer. The strong point in the matter is the detailed description of new Fall styles; a weak point, the indefinite price—$10 to $30. Much more effective is the one below specializing on one price; or two perhaps could be used.

The ad. of Pascoe & Hern, as usual, plays up the "Take Elevator, Save $10" idea, their leading talking point. The illustration would be better


BOYS' SCHOOL SUITS
NOW is the time to prepare the boys for school, and ours is the stock to select from. We have our new fall lines in and a better showing will be hard to find, with prices that must please even the closest buyer.
SAY FELLOWS!!
Starting at $2.98
We show a splendid strong suit, in Norfolk style, sizes 24 to 28, made in neat shades of grey and brownish mixed tweeds, full cut bloomers. The same lines in the larger sizes 29 to 34 and 35 for $3.98.
Strong on the Following Prices:
We bought heavy this year to sell at $4.50, $5.00, $6.00 and $6.50. There is a splendid range of patterns at all four prices, and you can dress your boys in smart suits at moderate prices.
Two Pant Norfolk Suits
We strongly advise our customers to buy suits with two pairs of pants whenever possible. We have stocked three specials at $10.00, in blue, grey and brown, and buying them as we did, before the war advance upon fabrics, we can honestly say that these same suits today are well worth $12.00. The materials are good solid all-wool twill tweeds, and beautifully made.
Bloomers full cut and strongly sewn.
With two pairs of pants we sell these splendid suits for $10.00.
Fit your boys out for school at the "Lucky Corner" and you will have no regrets.
OAK HALL, Clothiers
The "Lucky Corner"
Yonge and Adelaide Streets
J. C. COOMBES, Mgr.

THE ONE-IDEA AD BRINGS BEST RESULTS

How Big Sale of Suits Was Carried Out By Repeating Same Idea in Different Ads — Ramming It Down—Lots of White Space the Best Finish.

By S. R. Wotten, Advertising Manager, The Ritchie Co., Belleville.

BELLEVILLE, August 16—(Special).—I suppose that all advertising men and all ad. writers have their own ideas with regard to the menu they use. Some men prefer one style of ad.; some men another. One has to figure out for oneself exactly what kind of ad. pays in the business to which one is devoted, and for which one is writing the ad. I have found in my experience that in the case of a men's wear retail store two things are paramount in importance. I want to make the reservation at the first that it may not be so to other people. What I have to say in the following paragraphs may not be the experience of other men in the same position but it has been mine.

The "One Idea" the Thing

The first thing I have proved is that "the one idea," in advertising is the best thing. On this page I reproduce three sample ads., which were written by myself and run in the daily papers in Belleville. All of these feature the "one idea." That is to say I have devoted the whole of the space in each case 12 inches wide by about 18 inches deep, to description and talking points about one particular line, that is, suits. For instance, the two ads. which are headed each "The Greatest Men's Suit Sale of Them All" ran on different days in different papers in the same town. It will be noted that the reading matter was hardly altered, and that the captions and the big print were in all cases pretty nearly the same, except for some detail. And it will be noted, too, in the case of these two ads. that I do not talk about anything excepting men's suits. The sale for which these ads. was written included a lot of other things besides men's suits; collars, shirts, raincoats, overcoats, knick-knacks and various other things, but I was interested in writing these ads. chiefly in getting rid of these suits. I, therefore, ran them for two days hand-running with pretty nearly the same wording and pretty nearly the same design. The reason for that was that it is my idea that you always do well to impress on the public mind the fact of what you have to offer. This in my view cannot be done by one single ad. If you are going to advertise more than once why not repeat what you have said before—providing that it was good stuff—in order that it may become firmly implanted in the minds of the buying public whom you wish to attract?

Getting Rid of 150 Suits

Take this case for instance: we had some suits to offer; we wanted to get rid of a hundred and fifty. What we did was to advertise them once and then the next day to advertise them again in pretty nearly the same words, only varying the ad. by a difference in style in print, and also by a different cut. What I am getting at is that we kept to pretty nearly the same idea about the men's suits and making them our big feature and we dwelt on this idea for two days so as to ram it down the public throat. After people who had read the daily papers in Belleville had seen these two days' issues they could not but be aware if they read advertising matter at all that Ritchie's had a big Suit Sale. I may say in connection with this that the result justified the application of the "one idea ad."

Avoid Cramming an Ad

The second thing I have to say is that it has been my experience that lots of white space is the best finish to an ad. that can be possibly given. Here I would say one or two words about overcrowding. I know that many people have the idea that the best thing you can do with your space in a newspaper or circular is to cram it and jam it full of information of what you have to offer. And I know, too, that in many cases it gets results. But I do not think the usefulness is generic by any means. I know that in the case of my own ads. the best incentive to people reading the information I have put there for them to read is to play it up by giving them lots of white space in

Samples 1 and 3 indicate advantage of liberal use of white space.

Sample 2 presents the other side of the question.

and about and around the reading matter. This you can see from the two ads. that I have here.

Using Space by Not Using It

Some one will urge in reply to this: "You are paying for space that you do not use." That is perfectly true, but I think we use the space to better advantage by not using it—if that does not sound too Irish—than if we did use it and kill it by an overplus of reading matter.

On this same page there is by way of contrast another ad. which was used in circular form to talk about a stock-taking sale we held some time ago. It will be noted here that I departed from my usual custom and instead of giving lots of white space I crowded as much as possible into the space that I had at my command. In my opinion it does not make as good an ad. I leave it for the readers of the Men's Wear Review to judge for themselves; they have the three ads. here on the page to look at. It is true that you pay for space but I think that space is very often most widely used in its non-exercise as in its filling.

It will be noticed, too, that in the circular about the stock reducing clearance I do not confine the circular to the one idea. This, of course, is more or less impossible in the case of a circular because I want to get it into the minds of the people to whom it goes, the fact that we have all sorts of things from suspenders to overcoats to sell to people who want to buy. Nevertheless I do not think it is as wise a policy—where you have the choice—to introduce several ideas as to simply keeping your advertising space descriptive of one.

GOSSIP OF THE TRADE

IT appears that the spiff system, which I touched upon last month, is in extensive use as a means of keeping stocks clean. A clerk in the West has had the goodness to forward me a few facts regarding how the scheme is operated out there.

"Spiffs," he writes, "amount to 25c on suits up to $18, and 50c on those above that figure. They are not paid on serges and other staple lines, although there is usually one on freak lines made from staple goods. Serges are often cut in styles which are dangerous to keep in stock for any length of time.

"We use a rather ingenious system, in which a spiff comes into force automatically. It also enables us to determine at a glance the date on which a suit was placed in stock, which is often very helpful information. New stock is marked with the day of the year. For example, there are thirty-one days in January. A suit coming into stock on the last day of January, would be marked 31-15; in the same way, a suit which went into stock on the last day of February this year, would be marked 59-15, that being the 59th day of the year.

"Now, the rule is that when a suit has been in stock for six months, there is a spiff on it. When a clerk is going through the stock and notices a suit that looks rather familiar, he adds 180 to the number on it (180 being the number of days in six months) which gives him the date on which the spiff will come into force. Supposing the number were 64-15; 64 plus 180 equals 224, and as August 6 is the 224th day of the year, that is the day on which the spiff comes into force.

"This system has the effect of keeping clerks closely in touch with the stock, no matter how big it is, and it is very rare that a suit has been in stock six months without the clerks being cognizant of the fact. When a sale is made, the ticket goes to the office with the bill, and it is left to the office to determine whether any commission is due the clerk or not. If there is, he gets it in his pay envelope at the end of the month. It can easily be seen that clerks would not push "stickers" if any deception were practised in the office.

"It might be argued against this system that clerks would be tempted to push suits unduly on which there was a spiff; but he would be a poor salesman who forced a suit on to a customer which was obviously unsuitable. It is a good system, but there is a heavy responsibility on the manager, who must see that it is not abused. It is a system for keeping stock clean, and not meant to be a nuisance.

"I frankly admit that if all salesmen were strictly conscientious, a system such as the above would be unnecessary. Salesmen, however, are human. I know a clerk who paid his board and other expenses for a month out of his spiffs, and banked his pay check. This, however, was during the month of June, when business was very brisk."

I wish to thank this correspondent for the great pains he has gone to in explaining this system, and as long as it is vogue I trust he will continue to make pin money. At the same time I think it is a pity that clerks should need spiffs to keep their stocks clean. As he says, it is human nature, but the clerks who will be store managers of the future are not those who are selling suits simply because of what they make on the side.

A Tragedy in Three Acts

You noticed the article in our last issue which dealt with a mistake in Ely's ad. in the Ottawa Citizen, which caused that store to sell four hundred shirts at eight cents each? If you didn't, better get your July copy now, and look at it. Here is a tragedy in three acts—The Appeal, The Deluge, and The Morning After. It is an enactment in real life of something which is liable to happen any day to you. Cases like this are common enough, but we don't always hear about them. The last thing a newspaper rushed into is an admission of error. The case is on record, though, where one of the best known department stores in the country offered fur coats at $9.50. The ad. should have read $95. Now this was a store famous for quality, integrity, and every other store virtue, and when they offer a bargain, people run for it. Imagine, then, the scramble there was for these $9.50 fur coats. In this case, the newspaper wisely made "copy" out of the scramble, which was taken into consideration by the store when making a compromise.

An argument occurred in a store recently as to what action should have been taken in the Ely case. One clerk asserted that the Citizen ought to have made good the whole loss, as it was a double loss to the merchant, who probably would be unable to buy shirts again to sell for 85c. He lost not only his money, but his stock as well.

The manager of the store and the other clerks took the negative side. In their opinion, the publicity secured was valuable. This, together with a full explanation in the next issue (emphasizing the point that here was a store which kept faith with the public), plus a reasonable monetary allowance, should have proved satisfactory to the store.

Diplomacy in Excelsis

A case where diplomacy was necessary came under my notice last week. A friend of mine went to a large Montreal haberdashers for a pair of French braces—the kind

"The best collar I ever wore"

—AN ONTARIO FARMER

"Say, J———, that waterproof linen collar you sent me is the best I ever wore in my life." This is the statement of an Ontario farmer some seventy summers old, and who has worn waterproof collars ever since the old celluloid variety first came into vogue.

Upon looking the collar over the sender found that after months of daily use it was in perfect condition, the buttonholes were firm and the corners of the lapels uncracked, and at the same time noted that it bore the well-known label,

KANT KRACK
TRADE MARK

This is only one man's experience. Farmers, autoists, mechanics, laborers and men in every walk of life are unanimous in their good opinion of the service obtained by using KANT KRACK collars.

KANT KRACK Waterproof linen collars have features that are all their own, including the reinforced buttonholes, the slit over the back buttonhole, the riveted and cemented flap, the easy-sliding tie space, the neat linen-like finish.

Don't sell collars that you are not absolutely sure will give satisfaction to your patrons. A satisfied customer is a lasting advertisement for you.

Stock up with KANT KRACK now—"one grade only and that the best." Sold direct to the trade—*No raise in price despite extra cost of production—quality maintained.*

The Parsons *and* Parsons Canadian Co.

HAMILTON, CANADA

which are adjusted by simply pulling a tab up or down. The clerk produced a box, but they were not the kind. My friend tried to explain the making of the French brace. The clerk thought he knew now what was wanted, and produced another box. Again they were wrong. There were further explanations, aided by sketches. At last the clerk said: "I'm beginning to see that you know exactly what you want, so must make a confession. Our total stock of these braces consists of five pairs, which we are holding for men like you who will take no others. Since the war broke out these braces have been as scarce as hen's teeth."

Here's a yarn from a Montreal hat store, in which there were two clerks—a French-Canadian and an Irishman. One day two Frenchmen entered, and asked to be shown some Panamas. After spending half an hour showing them his stock, the French-Canadian clerk learned that they had been to another store, and were simply comparing values. When they left without making a purchase he turned to his confrere, and said in disgust:

"If I were not a Frenchman, what I'd say about the race of those two men would be a shame."

The other clerk consoled him by saying that the French as a whole were pretty good people, but like every other race there were good and bad.

In a confidential tone, the French-Canadian replied: "I think I'd about as lief be an Irishman as a Frenchman."

C. W. B.

WITH OUR ADVERTISERS

This cut is a reproduction of a capital idea in shirt boxes of a display nature just brought out by the Forsyth Co., Ltd., of Berlin, Ont. The illustration on the left shows the bosom of the shirt and also the cuffs in view, standing out from the thin cardboard covering, with head, collar and tie in two-tone effect, giving an excellent idea of how the shirt will look when worn. These boxes can be used to good advantage in window displays and are certain to make a hit, and not the least for showing Christmas goods. The outer cover of the box is printed also in duo-tone as shown in the view on the extreme right.

JOHN FORSYTH CO. AND DELPARK, INC.

A branch has been established in Berlin, Ontario, for the manufacturing and marketing of the combined productions of the John Forsyth Co., Limited, of Berlin, Ont., the well known manufacturers of the "Guaranteed Forsyth Shirt," and Delpark, Inc., of New York, who are makers of Half-Back Underwear, Delpark pyjamas and Quicloc neckwear. Mr. Joe. Pickard, formerly of the firm of Pickard & Pickard, who has been representing Delpark, Inc., will continue to represent them from the Canadian branch. The Delpark line will be sold by the Forsyth sales organization, and by special representation from New York City. Canadian visitors to New York are cordially invited to visit the New York office, Broadway and 31st streets, where Mr. Bedell Parker, who has many close friends among the Canadian trade, and his secretary, Mr. Forbes, will be pleased to show them many new and interesting ideas in men's wearing apparel.

MAKING CANADIAN HATS AT BROCKVILLE

Brockville is gaining fame as the centre of a thriving hat industry. Here has been established for many years the factories of the Wolthausen Hat Corporation and the town itself owes not a little to the vast strides being made in the manufacture and sale of the hats made by this firm. Nowadays, when it has become the fashion to put the magic words "Made in Canada" on nearly everything sold over a counter it is pleasing to recall that the Wolthausen people were never ashamed of their goods and advertised extensively the virtues of their Canadian-made hat.

A particularly pleasing feature is the fact that a guarantee goes with every hat turned out, so that merchants who handle the line are protected against loss. When our representatives recently visited the factory, he found that Fall business was of good dimensions and that many merchants who had previously carried imported lines were sending in good orders. Herewith is shown a view of the large factory that turns out Wolthausen hats.

For Next Spring—the Tooke Line of Shirts is stronger than ever

TRAVELLERS are now on the road with Spring Samples of what we confidently believe will be accredited as the best showing of shirts ever made by this Company. In all the staple lines the Tooke reputation for value and style is confirmed and strengthened. In novelties the showing is truly remarkable—both in the attractiveness of the goods shown and in the war-level prices at which they are quoted.

For instance, the silk-front matched back shirts—sold last year at $24, are quoted this year at $9, $10.50 and $12.00.

Tooke Sport Shirts for 1916 will eclipse anything on the market—in dashing style, quality of fabric, and excellence of workmanship.

We will show for spring a totally new departure in shirt-making—a combination coat-cut shirt and pants that is practical, convenient and really comfortable. Exclusively controlled for Canada by Tooke.

Hold your orders until you have seen the Tooke lines—the best we have ever produced.

TOOKE BROS., LIMITED

Montreal Toronto Winnipeg Vancouver

Saxe Clothing Company

SOMMER BUILDING

37-41 MAYOR ST. MONTREAL

Exclusive Manufacturers of Boys' Clothes

Have this Patent "Governor" Fastener on all Bloomers of their Boys' Suits

"GOVERNOR" FASTENER
PATENTED
BOTTOM BELTS
For Boys Knickerbockers
Adjust Easily & Instantly Fitting Fat or Thin Legs.
The Elastic Insert
Yields to movements of the Muscles Allowing Fullest Freedom & Comfort.
No Straps to Tear
No Buckles or Buttons to Fall Off.
IT SAVES
The Boy discomfort.
The Mother Annoyance.
Guaranteed to outlast the Pants itself.

Mr. Retailer

Boys' Clothing

Dear Sir:

We desire to call your attention to the "GOVERNOR" FASTENER BOTTOM BELT, which has met with the greatest approval everywhere as being the only device proven perfect for adjusting knickerbockers about the boys' leg.

The Saxe Clothing Co., of Montreal, manufacturers exclusively of boys' clothing, use this patent fastener on all bloomers of their boys' suits. *No Straps* to tear. No *Buckles* or *Buttons* to fall off. It saves the boy discomfort, and the mother annoyance. The only device proven perfect for adjusting bloomers about the boys' legs.

If you have the "Governor" belt on your stock of Boys' Suits, it helps to sell the suit.

Yours respectfully,

The Governor Fastener Co.

821-823 Broadway, New York City

Travellers for the Saxe Clothing Company, Montreal, now on the road showing Models for Spring 1916 with this Patent Fastener. Write for samples.

The Men's Wear Review Chart of Correct Dress for all Occasions.

DAY WEAR.

OCCASION.	COAT	WAISTCOAT	TROUSERS	HAT	SHIRT AND CUFFS	COLLAR	TIE	GLOVES	HOSE	BOOTS AND SHOES	OVER-COAT	ET CETRAS
BUSINESS, LOUNGE AND MORNING WEAR	Single or double-breasted jacket or cut-away plain or braided	To match coat, or of fancy fabric cut medium with 1 to 2 roll.	Like jacket or in case of cut-away coat, striped grey	Straw or Panama or Silk	White or colored negligee; plain or pleated	White wing or double fold	Four-in-hand Ascot, or bat-wing	Yellow, grey or chamois or silk	Cotton, lisle or silk, black or subdued colors	Laced calf or russet, high	Chesterfield loose or form fitting; grey or black or cravenette	Single pearl, gold or jeweled links, gold chain, light weight cane.
MOTORING, GOLF, GENERAL SPORTING, COUNTRY	Norfolk or jacket in grey, green or brown tweed belted overcoat	To match coat or fancy fabric.	Same as suit or flannel; knickerbockers with strap and buckle, knickerbocker breeches	Cloth, felt, Alpine cap	Negligee: soft cuffs.	Soft, cutaway, or fastened or kerchief	Four-in-hand, or sailors knot or stock	Yellow chamois or special sporting	Wool stockings plain or fancy tops or puttees	Brown boy brogues or russet high	Raglan loose-fitting or cape or Barberry	Plain gold bar pin
WEDDING, MATINEE, CALLS, RECEPTIONS AND GENERAL AFTERNOON WEAR	Cut-away or frock, s. or d., breasted, black or grey, braided or plain.	To match coat or white	To match coat or grey striped worsted	High silk or soft	Stiff or pleated white: Stiff cuffs: Plain or fancy	Wing or poke	Ascot or four-in-hand to match gloves	Buck, tan or white, or pearl grey suede or chamois	Black or dark colored silk, plain	Patent leather buttoned kid tops	Frock, s.b. or black Chesterfield	Pearl or opal or diamond pin; gold chain: plain gold links

EVENING WEAR.

EVENING, WEDDING, BALL, THEATRE, FORMAL OCCASIONS.	Evening tail coat, facings of satin, Skirted overcoat or cape	White s. or d.b. of pique or linen, black or grey fancy silk	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, two studs showing	Poke or wing	Butterfly, with round or straight ends, plain white or small pique pattern	Plain white glace kid or white silk	Black, grey or deep blue silk or other subdued color	Patent leather ties, or patent leather pumps	Frock, Chesterfield or Inverness in dark blue or black	Pearl or moonstone links and studs platinum bar chain
INFORMAL DINNER OR DANCE, STAG DINNER AT HOME, ETC.	Evening Jacket, s. or d. breasted, black.	Same as above — white, black or grey S. or D.	Same as above	High silk or Alpine plush or Panama	As above or, for Summer, soft pleated bosom	Same as above	Same as above in black	Grey silk or chamois	Same as above	Same as above	Same as above	Same as above

A. HARRY WOLFE

Dominion and Allied Governments' Contractor

248 Notre Dame St. West MONTREAL

Manufacturing and Carrying in Stock the LARGEST OUTPUT in CANADA

of

MILITARY REGULATION

KHAKI

HEADWEAR and EMBROIDERED BADGES For All Ranks

Deliveries immediately on receipt of order

Write or Wire for FREE CATALOGUE and Special Prices on Quantities

"When the German Kaiser asked for his last war loan, he had to assure the banks that the war would be over by October.

"What if it isn't?"

That "automatic financial exhaustion" may bring about the end of the war is the point Agnes C. Laut makes in the course of an article, "Is the end of the war in sight?" in the September issue of MacLean's Magazine. Miss Laut deals with the problem of war finance in masterly fashion. She sees Uncle Sam occupying a position where he can hasten the declaration of peace. She points to a new spirit that is permeating everything . . . .

> "In spite of an atmosphere so combustible that it needs only a fool with a bomb to blow up international relations—the wave of optimism is felt in the States.
>
> "Why?
>
> "Because finance may give Uncle Sam the whiphand to compel peace.
>
> "This is only chronicling the facts that have played the cards of destiny into Uncle Sam's hands. Wilson knows these facts and has his personal observers on the ground to signal the exact psychological moment for Uncle Sam to act; and it is because that psychological moment is rising over the blood-red, smoking slaughter ground of Europe like a Star of Hope that a wave of unexplained and unexplainable optimism has run through the financial world . . . . For the first time since July 29, 1914, Destiny shows one ray of Hope above the carnage."

It is a powerful article, written in words that grip you with their power and compel conviction. It not only leaves you with a tangible reason for believing that victory will be ours, but it explains to Canadians the real attitude of the United States people and government.

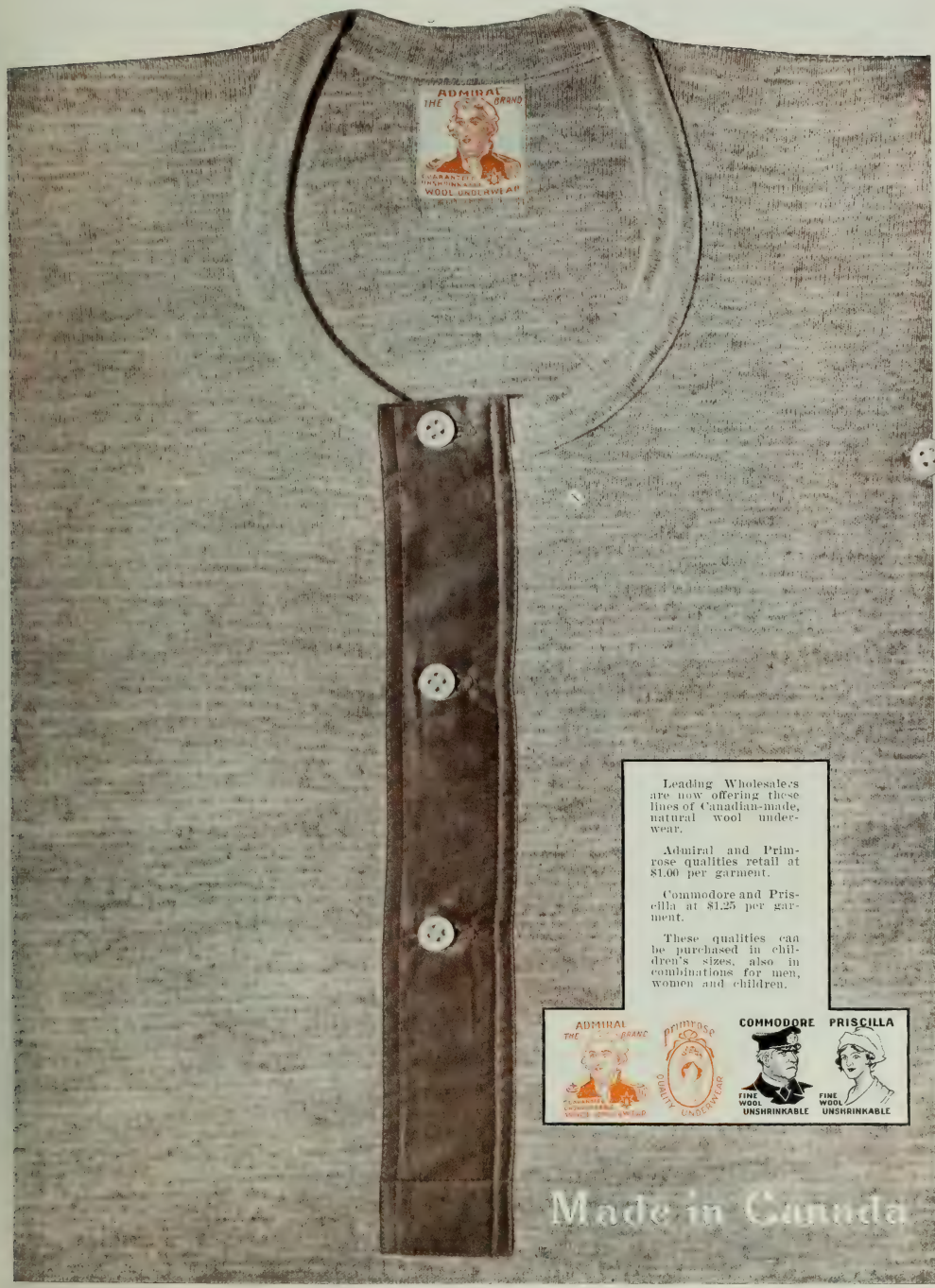
Every Canadian knows the work of Agnes C. Laut. She is now a "headliner" with such publications as *Saturday Evening Post* and *World's Work*, and is the highest-priced writer of special articles that Canada has produced. Miss Laut is beginning a series of articles for MacLean's which, as she herself puts it, "*will have plenty of dynamite.*" These articles will appear exclusively in

MacLean's Magazine

The MacLean Publishing Company, Limited

143-153 UNIVERSITY AVENUE ∴ ∴ TORONTO, CANADA

Write for Free Sample Copy.


ADMIRAL
THE BRAND
WOOL UNDERWEAR
Leading Wholesalers are now offering these lines of Canadian-made, natural wool underwear.
Admiral and Primrose qualities retail at $1.00 per garment.
Commodore and Priscilla at $1.25 per garment.
These qualities can be purchased in children's sizes, also in combinations for men, women and children.
ADMIRAL
PRIMROSE
QUALITY UNDERWEAR
COMMODORE
FINE WOOL UNSHRINKABLE
PRISCILLA
FINE WOOL UNSHRINKABLE
Made in Canada

CANADA CAPS

CANADA BRAND

CANADA CAP Co., LIMITED
TRURO, Nova Scotia

The best cap value obtainable.
Smart in style and sound in quality.
The newest fabrics and designs in
an exceptionally large variety. . .

See our Big Spring Range!

WAIT FOR THE CANADA CAP SALESMAN

CANADA CAP COMPANY, Limited

TRURO - - - NOVA SCOTIA

ARROW PAD GARTER

MADE IN CANADA

¶ Unbeatable prices on guaranteed garters

Every pair of **Arrow Pad Garters** is guaranteed to be absolutely perfect—without defect in the making and to be made of the best materials obtainable.
If a pair for any reason is not found to be as we claim it will be replaced.
We make a full line of arm bands.

¶ **No. 386.** Price only $24 per gross. Made of ⅞ cable web and moire top. Rubber protected button.

No. 396. $25.50 per gross. Made of ⅞ cable webb and silk top. Rubber protected button.

No. 375. $45 per gross. Made of ⅞ silk cable and silk top. Rubber protected button.

Full line of Fancy Garters, also Combination Sets for Holiday trade. Send for sample order.

Arrow Garter Mfg. Co.
314 Notre Dame St. West, Montreal

The Boston Cap REGISTERED BRAND

MADE-IN-CANADA

See Our Range *for* Fall

This is our Boston No. 1—one of the many different patterns we are showing in our Fall range to sell at $4.50 a doz. up.

Write to-day for samples of our best sellers

Boston Cap Co. 219 St. Lawrence Blvd. MONTREAL

Crescent Models for Spring

In our travellers' hands are our Spring Shirts, and these travellers will shortly be laying these Samples before you. We feel that what they show you will make the right impression.

Into every Crescent shirt is needled that distinctive quality of workmanship which has been the keynote of Crescent success ever since the first shirt passed out of our factory. Into every Crescent shirt goes a quality of fabric which, price considered, stamps it the highest standard of value on the market.

The values and novelties we are offering will delight you. Look our line over carefully. If you do, we both will benefit.

Crescent Mfg. Co., Limited

Makers of Men's High-Grade Shirts and Neckwear

Montreal **Quebec**

Safety in Buying

The perfecting of the Union Suit was carried out under the *Tru-Knit* banner.

The most extensive showing of Union Suits made by any one mill.

Balbriggans
Spring Needle Ribs
Plain Ribs

White and Egyptian Cotton.
Combed Sea Island in White and Natural.
Silk Lisle.
Mercerized (Silkette)
Cream and Natural Light Weight Cashmere.
Wool Mixes.
Pure Wool.

The *Tru-Knit* **Closed Crotch** is not copied from any other make.

Canadian Knitting Co., Limited, Hamilton, Canada

Assurance in Selling

The new elastic

yoke is the latest and greatest improvement ever made in Union Suits.

The rib of the fabric

is reversed in the new yoke and seat pieces (forming closed crotch) and prevents binding and drawing.

These two features

make it possible to fit with one size trunk length more men than could be fitted with three trunk lengths of any other make.

The scientifically cut

neck and new yoke prevents the pull which in the ordinary suit makes it necessary to leave the top button open.

We positively guar-

antee the fitting qualities of all *Tru-Knit* Union Suits.

When once introduced to your trade the **Tru-Knit Closed Crotch** will be repeatedly in demand

Canadian Knitting Co., Limited, Hamilton, Canada

LEADERS FOR YOU
By This Proposition

Would you like to sell a trouser which costs you $4.00 and make a profit?
You can by this proposition.
We have a big stock of high-grade pants and make this offer:
Will send you

3 pair of $4.00 Trousers, assorted sizes
6 " " 3.25 " " "

This means $31.50.
If you order other lines from our wide range to bring total order to $60.00 we will give a $10.00 rebate.
That means you can sell the expensive pants for the $4.00 and $3.25 given, and make a profit.
It means a leader which draws people to your store.
No risk. We send you sample trousers to inspect.
The earliest get best selection in sizes. Write for samples at once.

GEO. C. POOLE & COMPANY
SUCCESSORS TO ANDREW DARLING CO., LIMITED
DARLING BUILDING TORONTO

"Craftana"
Registered No. 26240

THE HALL-MARK OF
Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP,* it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR,* and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET,* making it essentially

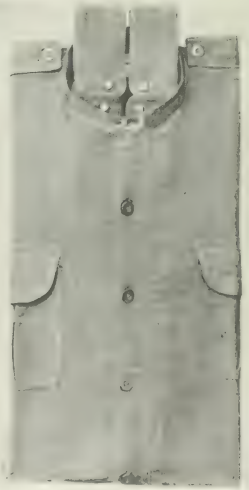
A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

The HOWARD FLANNEL MILITARY SHIRT



LIFE IN THE TRENCHES DEMAND FLANNEL SHIRTS AND WHEN SUPPLYING THEM TO THE BOYS GOING TO THE FRONT WHY NOT SUPPLY THE BEST?

The Howard Flannel Military Shirt has two separate collars, two bellows pockets, with buttoned flaps, shoulder straps, placquets on sleeve, all finely finished, strong, serviceable.

We also make boys' Khaki uniforms to retail at $2.75.

Samples will be submitted on request for your approval.

THE HOWARD SHIRT COMPANY
443 King Street West, TORONTO

See story of this store in July Men's Wear Review

You find this sign in Canada's best stores

Note this handsome and most modern store—note the air of excellence in the up-to-date fittings — note the lack of signs and last, but not least, note the prominence given the "Cooper Cap" sign.

You will always find the "Cooper Cap" in good company. You will find it displayed and sold in the better stores from one coast of Canada to the other. Not alone because it comes in attractive styles, nor because it gives better profits, but because it appeals to every man and has the largest sale of any one cap on the market to-day.

Hundreds of Canadian merchants are displaying this sign in their Cap departments.

COOPER'S
3-IN-1 WINDLESS
CAP

Will your customers find it in yours this Fall?

You can, with the Cooper Three-in-One Windless Cap, cut your stock down two-thirds or have three times the assortment with the same investment.

The three-sizes-in-one feature does this.

See our Travellers now on the road with Spring Samples.

Cooper Cap Company

260 SPADINA AVENUE TORONTO

TRADE DENT'S D GLOVES MARK
REGISTERED

CUSTOMERS' CUSTOMS

"Man yields to custom, as he bows to fate."
- Crabbe.

A *Custom* which has survived the World upheavals of the past *Two Hundred Years* certainly cannot be ignored.

The Custom of merely saying "*Dent's*" has become so universal that millions of people use no other word when purchasing gloves.

Customers' Customs must be studied and the "*Dent*" customer will surely visit your store Our travellers are now showing samples of seasonable gloves for *Fall and Winter* sorting, in addition to lines for *Spring 1916* delivery.

Hold your orders until our representative calls, or get in touch with us by mail.

All orders Booked During 1915 for either immediate or Spring 1916 delivery will be accepted at Regular Terms.

Our terms have not been and will not be reduced before January 1st, 1916.

DENT, ALLCROFT & COMPANY
MONTREAL

The road to success

IS IN HANDLING OUR

Men's Jewelry

Every Men's Wear store should have a case devoted to the perpetual display of men's popular-priced jewelry such as TIE CLIPS, STICK PINS, CUFF LINKS, COLLAR BUTTONS, COMBINATION SETS, ARM BANDS AND GARTERS.

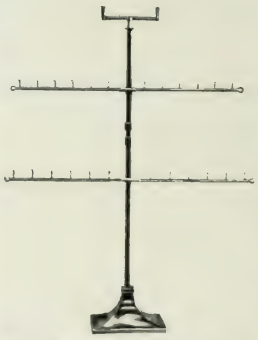
It will pay for its space and investment.

Our travellers are now on the road with a full range of men's jewelry. Now is the time to place your Christmas orders.

Drop a card to-day asking for samples or an early call.

Pearson Bros.

WHOLESALE JEWELERS
31 Notre Dame Street W., Montreal



No. 152. Tie Displayers; nearly 200 Ties can be displayed on this practical stand; made in different styles, Round and Square Tubing and Bases, at prices ranging from $5.00, $7.50 and $11.00.

Latest Fixtures FOR Men's Goods

With the advent of Fall and every indication of an improvement in business you will want to get after your share.

We have a very complete illustrated catalogue containing 101 different suggestions for the better display of goods which we will be glad to send you for the asking.

DELFOSSE & CO.
Only Manufacturers of Display Fixtures, Bust Forms, etc., in Eastern Canada
Cor. Craig and Hermine Sts., Montreal

Our Travellers are Now on their Way to You with the Spring Range of "Star Brand" Shirts, Pyjamas, Night Robes, Underwear and Neckwear

EXAMINE CAREFULLY:

The GYMKHANA Shirt—the light, wide-collared sporting shirt which gained such favor this year.

For 1916 we are making GYMKHANA in an all white, or with colored body and white collar and cuffs. Same models with half sleeves.

Other Coat Shirts from $9.00 to $48.00, with either stiff or French cuffs.

"KEEP KOOL" Underwear—Knee length combination or two pieces.

Pyjamas and Night Robes in Cotton, Woollen and Silks.

TIES—a range better than ever—splendid variety of patterns at popular prices.

Christmas Neckwear Now Ready

VAN ALLEN CO., LIMITED

HAMILTON ONTARIO

Your Customer for Camping Outfit will Buy an Ingersoll too!

The "call of the open" gets into the bones of every man when the hot days of July and August arrive—his plans for outdoor sport and his summer holiday trips are put into effect—he gets back to Nature and "roughs it."

No man is going to wear clothes that won't stand the rough life, nor is he going to take his expensive, easily-damaged watch—**his need is a sturdy, inexpensive Ingersoll, which stands the rough and tumble life and all kinds of weather, yet is very neat in appearance and a reliable time-keeper.**

You have outing men in to make purchases every day and dozens of times a day—there's your opportunity—Your Ingersoll opportunity with its quick sales and big profits.

A small Ingersoll show case on your counter with an assortment of Ingersoll watches means only a small investment, but gets the attention of your customers. Sales are made easily and quickly because the Ingersoll qualities are well known.

Now is the best time to put in a stock of Ingersoll's. **Write to your jobber or to us for an assortment** of watches and advertising that will cash in on the summer demand—**now.**

Robt. H. Ingersoll & Bro.
200 McGill Street - Montreal, P.Q.

Recognized Superiority

DALE FORMS have acquired an outstanding popularity among Canadian retailers on account of their correctness of style and perfection of finish. If you want the best Made-in-Canada coat form, the line to buy is our No. 75A model illustrated herewith.

Prompt Delivery on Hangers

No. 560X

Suit hanger, hardwood with wax finish, very durable.
Price, 18 inches, per 100 ..... $7.50
Price, 14 inches, for boys' suits, per 100 ..... $7.25

No. 75 A

DALE WAX FIGURE CO. LIMITED
Formerly Dale & Pearsall
106 Front St. East - TORONTO

"King George" Suspenders

Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.
BERLIN ONTARIO

ZIMMERKNIT

ONE BUTTON Hatch COMBINATION

In addition to our very comprehensive range of Spring and Summer Underwear for Men, Women and Children, we are now offering Men's Spring and Summer One Button Combinations, for which we have the exclusive Manufacturing rights in Canada.

This is the garment that will eventually be worn, as the problem of keeping the buttons and button-holes of a Combination in order is here solved. If the single button comes off, use a collar button, it will answer the same purpose just as well.

Zimmerman Mfg. Co., Limited

HAMILTON, ONTARIO

AGENTS: E. H. Walsh & Co., Toronto; W. R. Begg, Toronto; A. R. MacFarlane, Vancouver

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Colonial

SHIRTS

"They Fit"

Our special block ensures a perfect fit — no wrinkles — no bulging at neck.

Cloth guaranteed against fading.

Special inducement to buyers handling 25 dozen and up.

CORRESPONDENCE SOLICITED.

The Colonial Shirt Company, Limited

BERLIN, ONTARIO

DELPARK HALF-BACK ATHLETICS

1916 Range on display during September

THE JOHN FORSYTH COMPANY, LIMITED

FACTORS FOR CANADA

Factories: NEW YORK (Broadway at 31st) NEWARK, N.J. BERLIN, CANADA

OFFICERS'-CLOTHING-NEEDS

TAILORED-TO-MEASURE

HIGH GRADE TAILORING TO MEASURE — CANADA

OFFICER'S SERVICE DRESS

Winter's coming. Armies are being formed whose officers will need outfitting. Will you supply them?

Recruiting is Dominion-wide, officers are being and will be outfitted by tailors in every town and city in Canada.

This is your chance to get in on your share of this business.

The Crown Tailoring agency will place in your hands the finest military tailoring service in Canada and enable you to give your civilian and officer patrons as well as patrons in the Home Guard, Rifle Clubs, Police and semi-military organizations, the most satisfactory clothing tailored to their own measure.

Our military designer is an expert on Army Uniforms of all kinds. Our plant is equipped to handle orders expeditiously without lowering the Crown Tailoring high standard of workmanship.

BRITISH WARM COAT

Look into our proposition now. Write to-day for information.

The Crown Tailoring Co., Limited

CORNER EUCLID AVE. AND COLLEGE ST.

TORONTO CANADA

MEN'S WEAR REVIEW

Christmas Buying Number

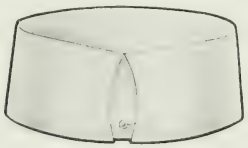
October, 1915
Vol. V, No. 10

THE MACLEAN PUBLISHING COMPANY LIMITED
PUBLICATION OFFICE - - 143-153 UNIVERSITY AVENUE, TORONTO

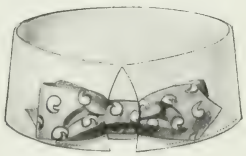
"Made in Canada"

The *New* ARROW COLLAR *for Fall*

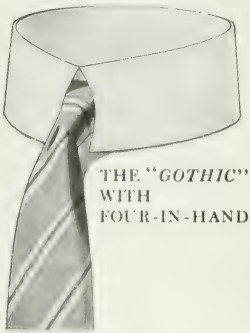
"GOTHIC"—



THE "*GOTHIC*"



THE "*GOTHIC*" WITH BOW



THE "*GOTHIC*" WITH FOUR-IN-HAND

THIS is decidedly a *new* Collar. The front spacing is formed to fit and hold the cravat knot. No matter what style of cravat is worn, it fits the "*Gothic*" and the "*Gothic*" fits it.

CLUETT, PEABODY & CO., Inc., *Makers*

FACTORY: ST. JOHNS, P.Q. SALESROOM: HERALD BLDG., MONTREAL

Useful Holiday Gifts

Packed in Patriotic and Fancy Boxes

XMAS "Champions"

$2.10 net the Dozen
in Patriotic Boxes.

The Quality has not been reduced one iota in order to make up the cost of the handsome, expensive packages.

XMAS "Eze"

$3.90 net the Dozen
Also put up in Patriotic and Fancy Boxes.

A nationally advertised line —well known by Name and by Quality.

It Sells on Sight.

Order now from your Jobber or direct from

The King Suspender Company

Toronto, Canada

Something New in Summer Underwear

For MEN and WOMEN

Turnbull's famous "CEETEE" Underclothing has been known for years as the highest class WINTER Underclothing.

Turnbull's "AIR-LITE" Fabric will be the leader in SUMMER Underclothing as "CEETEE" has been for WINTER Underclothing.

Just wait until you see samples of this new stitch and fabric for which we own the Canadian rights exclusively.

It cannot be equalled
For Softness,
Elasticity,
Quick Absorption,
Even Porousness,
Coolness.

We Let YOU be the Judge

TRADE MARK
Turnbull's
AIR-LITE
FABRIC

The C. Turnbull Co.
of Galt, Limited

GALT **ONTARIO**

Also Manufacturers of

"CEETEE" Pure Wool Underclothing—Turnbull's high-class ribbed Underclothing for Ladies and Children—Turnbull's "M" Bands for Infants and "CEETEE" Shaker Knit Sweater Coats.

We're away to a good start

with trunks full *of* undeniable evidence that the buyers who selected **Style-Craft** fabrics for Spring 1916 were right on the job.

September the twenty-second is the day when all *Style-Craft Clothes* travellers hit the trail with the big Spring range of men's clothing.

One of them is coming your way and will reach you in good time for you to select your Spring range of really smart clothes—clothes into which is needled the individuality of the wearer, combined with correct lines and that truly-tailored feel.

And remember that in selecting your Spring styles from the *Style-Craft range,* you need not load up with a large stock, for you have our tailored-to-measure department at your service which is an insurance against lost sales. It is a trade-getter.

Drop us a card and we will let you know about when to expect our samples. *They're worth waiting for.*

E. G. HACHBORN *and* COMPANY

50-54 YORK STREET TORONTO, ONT.

Stifel's Indigo Cloth
DATES BACK TO THE FIRST RAILROADS
ASK FOR OVERALLS, JUMPERS, UNIFORMS OF
Stifel's Indigo
STANDARD FOR OVER 75 YEARS

STIFEL'S INDIGO has a trade record that's valuable to you. Look for the name and trade mark STIFEL'S REGISTERED on the back of the cloth. It's a guarantee to your customers of the cloth that never has been imitated successfully.

Standard for Over 75 Years

Cloth manufactured by

J. L. STIFEL & SONS

Indigo Dyers and Printers WHEELING, W. VA.

SALES OFFICES

NEW YORK ..... 260-262 Church St.
PHILADELPHIA ..... 324 Market Street
BOSTON ..... 31 Bedford Street
CHICAGO ..... 223 West Jackson Blvd.
SAN FRANCISCO .. Postal Telegraph Bldg.
ST. JOSEPH, MO. ... Saxton Bank Bldg.
BALTIMORE ..... 114 W. Fayette St.
ST. LOUIS ..... 425 Victoria Bldg.
ST. PAUL ..... 238 Endicott Bldg.
TORONTO ..... 14 Manchester Bldg.
WINNIPEG ..... 400 Hammond Bldg.
MONTREAL .... Room 500, 489 St. Paul St.

Leishman Clothes Spring 1916

Leishman Tailoring has climbed to an eminence attained by but few of the highest class custom tailors anywhere in Canada.

The individuality of *Leishman* styles, those peculiarly distinctive touches in the tailoring, that something superior in fit and finish has stamped Leishman Clothes "Approved by Canada's best dressed men."

And then, besides the exclusive range in our stock, we have a *Tailored-to-measure* service which is a money-maker. Our fabrics are exclusive, our styles are distinctive and correct.

Our representatives will go out about October first with the full Spring 1916 range of *Leishman Clothes* and will be pleased to present our proposition to you. We are open to accept agents in a few more towns and cities for the Leishman Tailored-to-measure service (no investment, but big business and good profits). It's a good proposition for immediate business. Write to-day.

Wm. H. Leishman & Co., Limited

WHOLESALE CUSTOM TAILORS

New Address:

Temperance Street, Corner Sheppard, Toronto

Makers of the Best Tailored Garments for Men

Notch Collar Lounging Robes *and* Smoking Jackets

The sensible gift lines for which you'll have a big call this Christmas

Sensible gift-giving will be more in evidence this Christmas than ever before. Gifts that contribute to the comfort of the wearer, such as lounging robes and smoking jackets, etc., will, as usual, be extremely popular.

Our range of Notch Collar Lounging Robes, Smoking Jackets, Bath Robes, etc., is very complete. The assortment of patterns and prices is large.

See our splendid showing of pyjamas and night robes.

Write for samples.

DUFFERIN SHIRT CO.

Makers of Outing Shirts, Night Shirts, Pyjamas, Lounging Robes, Bath Robes and House Coats

914 Dufferin Street TORONTO

Brotherhood Overalls

UNION MADE

Back view Auto suit or Union suit.

are absolutely the best value on the market. The expense of a staff of travellers or jobbers' profits is eliminated and this saving represents this superior quality. Illustrated is our

Auto or Union Suit

our very latest. It has two front and one hip pockets, and is made to keep out dust and dirt. Made full in the back to give plenty of room.

Don't wait for a traveller—don't ask your jobber, but write direct to us for samples of this new line.

Front view Auto suit or Union suit.

In answering this advertisement please mention that you saw it in Men's Wear Review.

H. S. Peters, Limited, Welland, Ont., Can.

MANUFACTURERS

The Best Trade Naturally Comes to Your Store

when you carry the attractive, better-made line of Penmans Sweater Coats.

You men of the trade know that these are something far beyond ordinary sweaters. We make them from choice, selected Merino wool—the shape and style is knit permanently into them —they are hand-finished—tell of "class" all over.

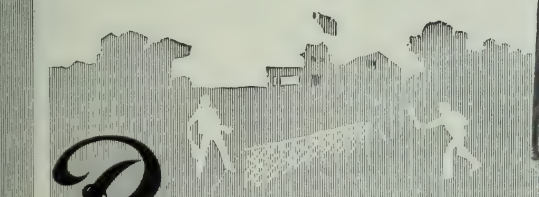
What is more, the Penmans name gives positive assurance of high quality, fit and style to hundreds of thousands of men and women all over Canada.

People come to your store for the best their money will buy. They get it when you hand them a Penmans garment.

All Penmans goods are made in Canada by

Penmans, Limited

PARIS, ONTARIO



Penmans

Sweater Coats

McA&R

QUALITY CLOTHES

The cost of Unproductive labor, such as high paid, uninterested figure-heads makes the cost of a garment higher and necessitates the lowering of the value.

There is no unproductive labor in the manufacture of McA & R clothes. The heads of the firm are heads of departments and have the full interest of their patrons at heart in the production of clothes that are tailored to give both the merchant and the wearer satisfaction.

Even the smallest details in a McA & R garment are carefully looked after—the cloth, the style, the trimming, the finish, everything is truly tailored in such a way as to give the wearer perfect satisfaction.

And best of all, these garments are at your service whether you wish to carry a stock or use our special order department, which enables you to sell before you order.

Send for samples to-day and investigate their value for yourself. Look for faults and you'll find qualities you have never found in any other clothes.

The McAlpine & Richardson Co., Limited

ADELAIDE & DUNCAN, TORONTO

The H. G. B. Boys

Cavalry Officer Top Coat Great Coat Infantry

We are the originators of Boys' Patricia Uniforms and we have reached the 18,000 mark in sale of these.

Help us to reach the 25,000 mark this fall by asking us for sample dozen.

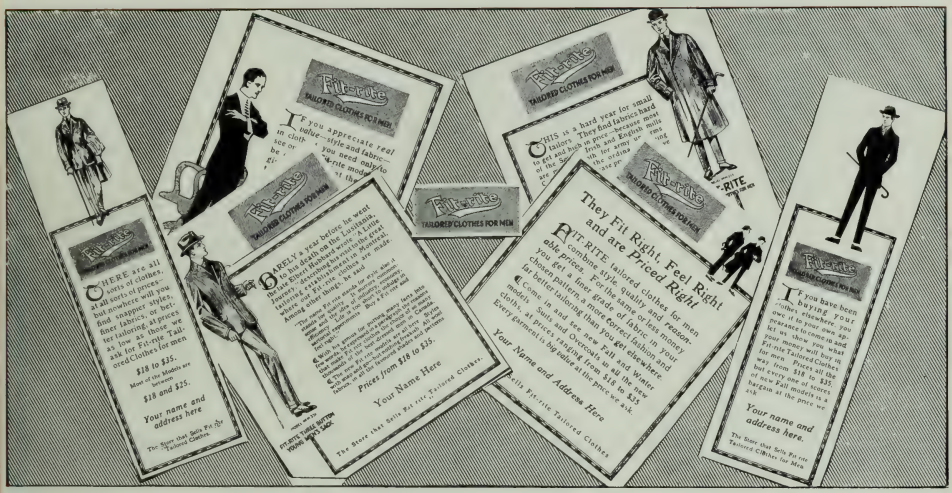
They are the Biggest Selling Suits on the Market.

Also a full line of Men's, Young Men's, Boys' and Juvenile Suits and Overcoats.

Did you try our BALMAROONS?

Helleur, Gariepy & Broderick, Limited

16 CRAIG STREET WEST - MONTREAL, CANADA


Fit-rite
TAILORED CLOTHES FOR MEN
They Fit Right, Feel Right and are Priced Right
Your Name and Address Here
Your Name Here
Prices from $18 to $35.

Powerful Local Ads For Fit-rite Representatives

ONE of the reasons that make Fit-rite Clothes so easy to sell is the fact that we give our dealers such effective help in their local advertising.

The illustration above contains reduced reproductions of some of the new advertising electros just prepared for the use of Fit-rite customers.

These ads, used in local newspapers, provide a powerful means of keeping the merits of Fit-rite garments before the buying public. They are striking, attractive ads, that not only sell Fit-rite clothes, but reflect credit and prestige upon every store that uses them.

Although they cost us a great deal to prepare, we supply them free to every Fit-rite representative, as one feature of the local advertising campaign which we provide.

Fit-rite agencies are still open in a few cities. If yours is one where Fit-rite is not represented, write for particulars.

Also ask about Fit-rite "Special Measure" Service

JOHN W. PECK & CO., LIMITED

WINNIPEG **MONTREAL** **VANCOUVER**

Bear Brand HOSIERY Wears Well

Bear Brand SOCKS Wear Well

Controlled for

QUEBEC AND THE MARITIME PROVINCES

By

THE W. R. BROCK COMPANY (LIMITED)

MONTREAL

SOCK SPECIALS

All BEAR BRAND—HOSIERY—has two or more threads in Leg and reinforced at generally weak points.

NOTE—All lines 9½, 10, 10½ and 11.

SOLDIERS and SAILORS

Black Cotton Sock, medium weight, advanced toe, 3-thread heel and toe, 1 dozen to a box.

$1.30 a dozen.

BADGER

Fine gauge combed Yarn Sock of exceptional value, 1 dozen to a box. Colors—black, tan, white, grey, navy.

$1.50 a dozen.

TUSCUMBIA

A light weight, fine gauge, fibre silk leg Half Hose. Has mercerized top and cotton foot. This is an exceptionally good number. 1 dozen to a box. Black, tan and white only.

$2.00 a dozen.

BANKERS and BROKERS

A gauge weight, two-ply Silk Lisle Sock. Double sole, with high-spliced, reinforced heel and toe. Dressy in appearance, and has good wearing qualities. ½ dozen to a box. Colors—black, tan, white, grey, navy.

$3.00 a dozen.

PARASILK

A fine gauge Fibre Silk Sock, spliced heel, double toe, crowfoot stitched sole. This is a most popular line. Boxed ½ dozens. Colors — black, tan, navy, grey, white, Palm Beach.

$3.00 a dozen.

All the above are for Spring 1916 delivery. Samples now in the hands of our Representatives. Don't delay seeing them. Fibre goods will be very scarce—also dyes.

Sales Booster
THE NINTH

Step outside and note the fast-growing fleet of autos that daily pass your door

Note also, if the roads are sloppy, how the wheels throw the mud, and despite the wide mud-guards, how easy it is to get splashed.

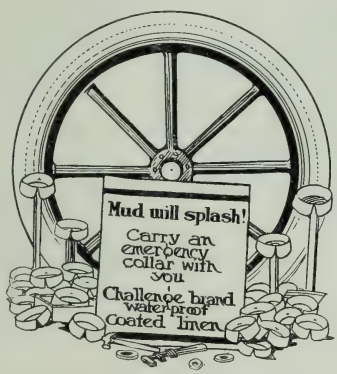
Now, an autoist cannot go around with overalls on or be muffled to the ears all the time to prevent getting splashes, but he can wear clothes that will not be ruined by a few dabs of liquid-farm-land.

You know the effect of a splash of mud on an immaculately laundered linen collar—it's done for, but suppose that collar proved to be a waterproof coated linen, then a wipe with a wet cloth removes all trace of the accident.

This gives you a tip, doesn't it?

Go after the auto trade and suggest in your windows, over your counter, in your interior displays, in your advertising, that every autoist keep an up-to-the-second *Challenge Brand Waterproof Coated Linen Collar* ready for cases of emergency.

Once this service-giving collar is worn the great benefits derived will establish it as of daily necessity—as the autoist's regular collar.



Trim up a Window

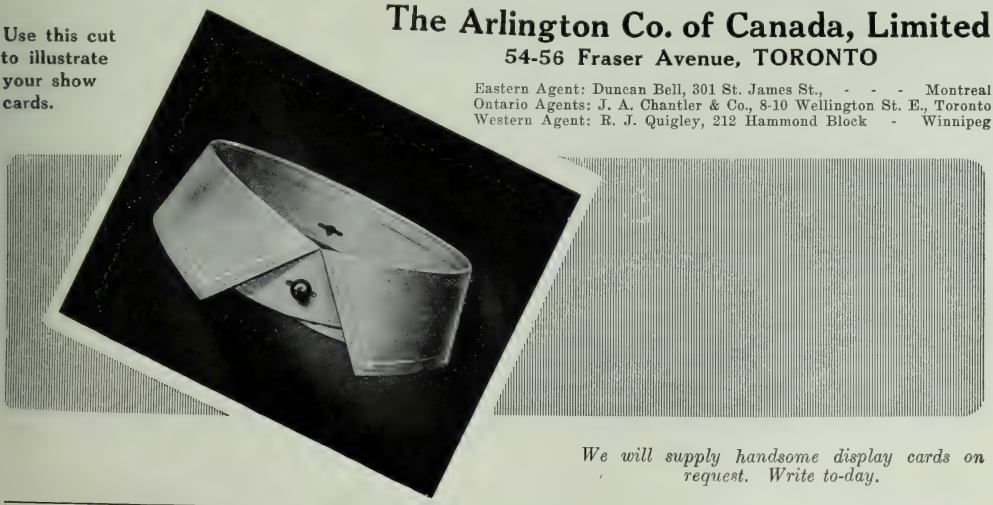
with collars in all the styles and grades. Make the central unit a Challenge Brand trim. (Challenge Brand is head of the Arlington range). Stand a new auto wheel, fitted with a tire, in the centre, use a few auto tools, accessories, etc., around it. Arrange a few Challenge Brand Collars on stands and in boxes so as to be an important part of the unit. Have a show card placed a little to one side, or right in the front as you wish, lettered with this inscription: "MUD WILL SPLASH" — carry an emergency collar with you — *Challenge Brand Waterproof Coated Linen.*

A trim like this should get the eye and ear of the autoist as well as the man who drives.

Stock up with Arlington collars to-day. They come in a grade to suit every pocket-book and in a style and finish to meet the demands of every taste. Cost you 70c to $2.00 the dozen.

Write for samples.

Use this cut to illustrate your show cards.



The Arlington Co. of Canada, Limited
54-56 Fraser Avenue, TORONTO

Eastern Agent: Duncan Bell, 301 St. James St., - - - Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block - Winnipeg

We will supply handsome display cards on request. Write to-day.

RIGHT IN QUALITY, SHAPE, FINISH, AND IN PRICE

This is what makes up the big volume of sales for

TAILOR-MADE GARMENT HANGERS and RACKS

Model A, Double Bar, Polished Steel Tube Racks

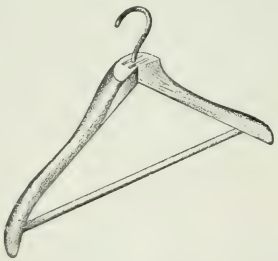
Shipped Knocked Down—and require no tools to set them up. Mounted on the famous Ball Socket Rollers.

Net Prices	F.O.B. Factory
6 feet long, 4 posts	$9.00
6 feet long, 6 posts	10.50
8 feet long, 6 posts	11.50
10 feet long, 6 posts	12.50

OXIDIZED STEEL TUBING

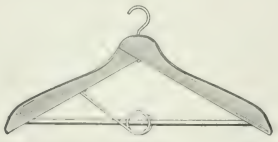
6 feet long, 6 posts	$13.00
8 feet long, 6 posts	14.00
10 feet long, 6 posts	15.00

Suit Racks stand 5 feet high and 26 inches wide. The Overcoat Racks and Ladies' Garment Racks stand 6 feet high. Same price as Suit Rack.



No. 74 B. Combination Suit Hanger. $15.00 per 100.
No 78. Same as above with Wire Attachment as No. 54. $16.50 per 100.

This Hanger has rounded neck to fit the coat collar, with concave shoulders.



No. 64. Combination Suit Hanger. With Wire Attachment. $9.00 per 100
No. 64. Boys', 15 in. wide. $9.00 per 100.

No. 33 I.B. Combination Suit Hanger. Inserted Trouser Bar. $7.50 per 100.
No. 33. Same without bar. $6.50 per 100.
No. 33 I.B. Boys', 15 in. wide. $7.50 per 100.
No. 39 B. Overcoat Hanger, 20 in. wide with Trouser Bar. $8.50 per 100.
No. 39. Same without bar. $7.50 per 100.

No. 54. Combination Suit Hanger.
With Wire Attachment to Prevent the Trousers from Slipping.
$9.00 per 100.

All Hangers packed in 100 crates.

Mail, Wire or Phone Your Order. Prompt shipment

The Taylor Manufacturing Company

HAMILTON CANADA

DOMINION GOVERNMENT

CONTRACTOR

WOLFE'S M.I.C.

"Made in Canada"

Non-Frayable

Spiral Puttees

(Patented)

$19.00 PER DOZEN PAIRS

All Designs of

Militia Regulation Khaki

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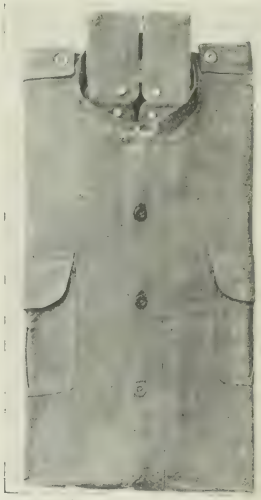
"Somewhere in France."



Whether it's "somewhere" in France or Belgium or somewhere in Canada, Military Service is a cold job during the winter months. This winter our soldiers, both officers and privates, should be supplied with a

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or two to protect them from the rigors of the cold North blasts.

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One-forty the dozen

The Most Information
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Here are a few of the features which make the October issue of MacLean's the best number yet put out by this aggressive magazine.

"The Woman Question," by *Stephen Leacock,* an article that presents a new viewpoint on a vexed question. It is presented in the virile, readable style of Canada's great humorist.

"Canada's Opportunity," by *Agnes C. Laut,* a powerful article on financial and trade conditions arising out of the war.

"Tryst," by *Alan Sullivan,* a short story that for sheer perfection of style equals anything that Mr. Sullivan has ever done.

"The Wicked Partner," by *H. F. Gadsby,* a light sketch of the Hon. Robert Rogers, written not from the political but from the human side.

"The Years of the Wicked," by *Hopkins Moorhouse,* a short story that is different from anything you have ever read before—one of the best things yet turned out by this rising young author.

"The New British Columbia," by *Norman Lambert,* an article on the Northern part of the mountain province which for vivid descriptive power has never been excelled. This is illustrated by a series of remarkably beautiful photographs of the Rockies.

"The Next Man Up," by *W. A. Craick,* an article on the men who are second in command of the big corporations of Canada. It gives an inside picture of the workings of some of the big railways and banks.

There are nine other stories and articles, all of a high order, and *our Review of Reviews Department, which contains condensed versions of the best articles which appeared during the previous month in the magazines of the world. This is one of the biggest features of MacLean's Magazine and is in itself of such value that you need MacLean's for this department alone. There are twenty articles in the October issue carefully selected as the most informative and interesting published the world over.*

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MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 5 TORONTO, OCTOBER, 1915 No. 10

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Authoritative Style News and Views .... *Ties, Pyjamas, Accessories, etc., etc.*
School Opening, and Making Good Thereon ..... *Illustrated*
Anything and Everything That Will Interest the Men's Wear Man .....

THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* H. T. HUNTER, *General Manager*
T. B. COSTAIN, *Managing Editor*

Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabeck, London, Eng.

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MEN'S WEAR REVIEW

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GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960, Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 140 So. Dearborn St., Room 607, Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

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A. T. REID
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TORONTO - ONT.

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. V. TORONTO, OCTOBER, 1915 NO. 10

Christmas Will Be Your Opportunity

This Christmas will be the Christmas of the Useful Present. The average man, the head of a family, or even a single man, would rather his mother, his wife or his child, or his friends, give him a useful present than anything else. Half a dozen shirts will be of much more use to the average man this year than a humidor. Half a dozen pairs of hose would be a good deal more acceptable to the average man this Christmas than a gold embossed fountain pen. If you give a man a sweater coat for a Christmas gift this year, he will feel the benefit of it a good deal more than if you gave him a nice little set of Shakespeare's works.

For while it is true that business is coming back, to a material extent, it is none the less true that it has only been helped back, and it will only be kept back, by a tactful and safe economy in spending on the part of the general public. Luxuries and those who deal in luxuries, are bound to a certain extent to suffer during a time when everybody, acting on advice from the Government itself, is conserving as much as possible. (The British government recently advised economy in luxuries.)

This Christmas, as never before, the men's wear retailer of Canada will have the opportunity of his lifetime. There will be a better chance to make money this Christmas in the men's wear stores than there has been for several years. Do you know this? And if you do know it, are you doing anything to see that a certain amount of the business to be gotten is coming your way? If so, have you thought the whole matter over, and got down to some fundamental and thought-out plans, surveying the ground before hand and deciding upon measures which will meet the situation?

Some Reasons

First, be sure of your premises. Be sure that the man in the street—and his wife and the rest of the family—have made up their minds to the useful present. They should. There are so many causes for legitimate and sane economy on the part of everyone. Note that this is not foolish and unnecessary economy. True economy is not hoarding up one's money in a strong box and then sitting on the lid. But there undoubtedly is everywhere felt the need for thrift. This will be concretely demonstrated in the nature of the presents given at Christmas. Side by side, with the improvement in business (now definitely established) has been the appeal to the man in the street of the importance of economizing to the utmost, that is, consistently with keeping business going at all. Therefore, this Christmas will see the man in the street anxious to give as well as to receive a useful present rather than an expensive but more or less useless gift.

Now you are sure that the condition exists!

How Does It Interest You

How are you going to turn it to good account? How—to put it succinctly—does the fact of the "Christmas of the Useful Present" interest you? This Christmas as never before, there will be a raft of sweater coats, underwear, hose, shirts, and so on, collars, raincoats, ties, pyjamas—in fact, a raft of every conceivable kind of article sold in a men's wear store—bought by the menfolk for themselves or by the women and children for the men. Some of these ought to be bought at **your** store.

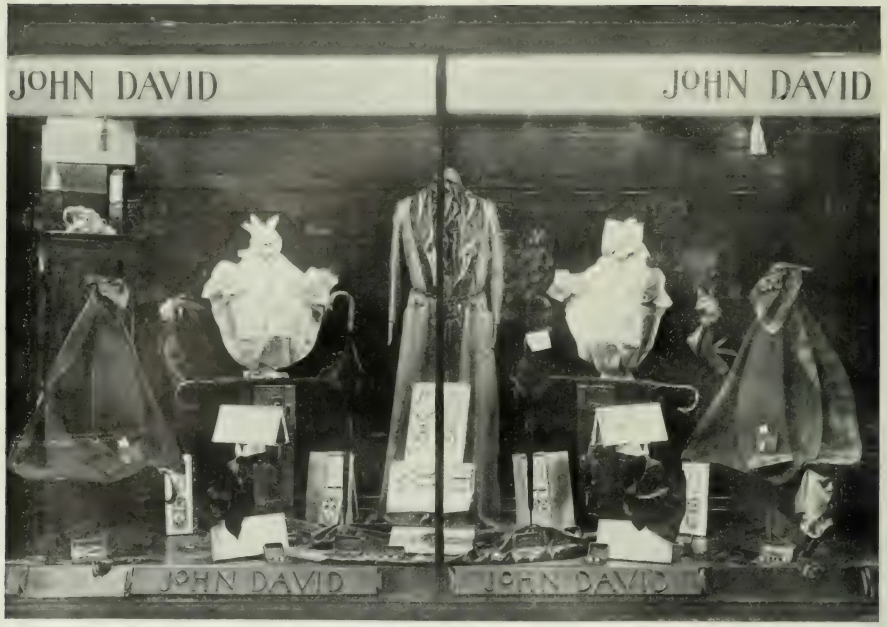
What is your share of this business? Have you decided that you have a share in it at all? Are you going to sit back while your competitor over the way puts up notices in his window, advertises in the paper, sends out circulars, and gets after this trade? Are you going to sit back while your competitor does his best by the media noted, to interest the women-folk of your city to give their husbands and their men-folk a useful present this Christmas, instead of one that is not useful, and therefore one which will have to be bought at a men's wear store?

Just as the farmer has had a harvest and is having his harvest now in this country and is making money out of an opportunity which does not come every year, so you may get your harvest and make money out of an unusual opportunity this Christmas.

Be Prepared to Buy Early

Now in this article we are not so much concerned at the moment with suggesting how to get after this trade, so far as the selling end is concerned, we are more interested in telling you that at present the thing to do is to be prepared. If you decide—and surely you will—that you have a tremendous opportunity for getting a really good business trade in your store—better than ever before—then the thing to do is to make preparations to get after this trade.

The first thing to do is to buy early. Manufacturers are getting their Christmas lines ready, a great many of them are out, and within the next week or two, and as soon as this paper is in its readers' hands, a great many more manufacturers will have their Christmas lines ready too. The men's wear retailers of Canada should buy early and thus be prepared. Manufacturers will soon have their



An attractive display of Christmas goods by John David, New York.

travelers calling on you with their samples of what to buy. The time to buy is not the beginning of December or the beginning of November. The time to buy is **now.** Buy early; see all the stuff that is offered for your purchasing, make up your mind what would suit your particular trade best and lay in your stock. And in this one connection, one reason why you should buy early is that you will have to do so to prepare for the public's buying gifts for men at the front. (See our special article "Useful Presents for the Soldiers," on another page) and you will do well to do all your buying at once.

The first point then is buy early. The second point is —buy wisely. Remember in your Christmas buying that the things that are going to sell this year primarily are the useful things. If you are going to load up, load up with stuff that can easily be sold. We are going fully in this article into the opportunity for selling and you will know from looking into the situation yourself, what lines will be best sellers. Having decided, go ahead and buy them.

The third point is—buy widely. Buy all lines. The range of presents which will be asked for will be comprehensive and include everything from a stud to a raincoat. It will be well to be general in your buying.

That is all for this month. Next month we intend to go fully into detail in the matter of how to get the Christmas trade by window trims, circularizing, advertising, and into methods and "stunts." In the meantime this article is to set you thinking, to point out to you what doubtless you already know, but possibly have not appreciated to its fullest extent, i.e., the immense opportunity that is lying there ready for you to seize.

And remember that one of the greatest phrases in the language is—"Do It Now."

Useful Presents for the Soldiers

On the first reading page in this issue we go fully into the subject of the unique opportunity which the men's wear trade of Canada will have this coming Christmas. We point out the big market there will be for Useful Presents—for the menfolk of the Dominion. There is another side to the subject.

If this tendency to buy useful presents in a manner never before heard of, for Christmas, is to be remarked in the case of gifts given to those who stay at home, how much more would it apply in the case of the men who have gone to the front?

Now, it has been urged by a good many men and not alone those concerned with men's furnishings, but in other trades as well, that the absence at the front, and in training, of 150,000 of Canada's young men, is a serious loss to business. In some parts this is a fact. Looking at it in another way it is not wholly true. For while all these men are at the front and cannot spend their money in Canadian shops, there is no doubt at all, that a great many people who are friends and relatives will spend the money for those boys at the front in providing for them things to wear and things to eat.

The first of these will appeal to the men's wear retailers in Canada. It is true that you miss a number of

your customers who are now at the front. It is also true that from time to time requirements which can be purchased in your store are asked for by the men at the front. If that is the case, in ordinary days, it will be much more the case at a time like Christmas. Christmas is in the very heart of Winter and a Winter in the trenches is an experience for which a soldier has to be fortified. True, the Government gives him most of his outfit. It provides him with necessities. It gives him his uniform and a great coat and boots and some underwear, but it does not give him as much as the soldier himself would like to have. There probably is not a soldier in the trenches during the months of November and December—and bear in mind that it is pretty cold in France and the Dardanelles—who does not wish and who would not be very thankful for a further stock of underwear, or a sweater coat, a nice woolen cap, and many other things which could be bought and sent to him from a men's wear store.

Some Concrete Instances

Take the matter of hosiery alone. It is true that there are some tens of thousands of good women in Canada who are knitting all the time and sending what they have knitted to the soldiers at the front. It is also true that a proportion of these women—we do not depreciate the very fine work they are doing when we say this—send socks to the soldiers at the front which cannot be worn. There have been all sorts of cartoons picturing a soldier receiving a pair of socks which some lady has knitted for him, and asking with a very blank face, which is the toe and which is the heel. It is not our wish for one single moment to laugh at the earnest and practical assistance given by the women of Canada to the men at the front. But in many cases we do know that many of those men at the front would be very glad of a gift of half a dozen pairs of hose bought in a men's wear store rather than knitted by some lady who is more enthusiastic than capable of knitting socks.

PRIVATE R. DEURY,

No. 76953,

No. 1 Company, 2nd Battalion,

1st Canadian Contingent,

British Expeditionary Force,

LONDON, ENG.

We hear of a young fellow, personally known to us, who spent nearly half his first month's pay for a safety razor. Now we know some men's wear stores in Canada stock safety razors. Several stores do in England, and if more do not in Canada, has not the time come when they should? And I know personally of a great many men who have been writing for a long time for either underwear, sweater coat or heavy woolen socks or mufflers and the like to be sent to them in the trenches from Canada.

Of course there are one or two articles which you sell which could not be bought for men at the front. The average Tommy Atkins doesn't want a bath-robe or a silk tie in the Trenches! On the other hand he **does** want sweater-coats, woolen scarves, woolen shirts, heavy underwear, good, warm socks, a woolen vest, woolen gloves and so forth. His equipment from the Government is generous but equipment wears out. Be very sure that he will welcome any one and all of the things just mentioned if some of your customers send them over.

A Matter of Hustle

And, to get them in time for Christmas, they will have to be shipped early. That means they will have to be bought early. That means, if **you** want to share in the business, that you have got to do **your** buying early and get your store ready quickly for the people who want to buy things for the men at the front.

Here are reasons. With the mails so disorganized it won't do to allow a couple of weeks as time enough to get things over to the front in time for December 25th. It is no good for people to mail parcels a couple of weeks before Christmas and expect the general post office to do the rest.

Important Things to Remember

We have been at considerable pains to give you information that you can hand on to your customers as to the acute necessity for buying their gifts early. Here are some points to remember.

(1) For soldiers in France and in camp in England, all parcels should be at the Atlantic on December 1st—not a day later. The post office won't guarantee delivery if parcels for France, Flanders, or England are not at the Atlantic by that date. Therefore, in order that there may be lots of leeway, all parcels should be dispatched by senders from their city or town on the 15th of November.

(2) The post office authorities will not guarantee delivery to the Dardanelles. All they can promise is that they will do their best. In ordinary times a letter or parcel, for the Dardanelles, would have to be mailed 28 days before the time when delivery was wanted. In these times no parcel would stand a chance of reaching the Dardanelles under two months. Owing to the war with Turkey, arrangements are all upset. There is a chance that mail will get through, but at least two months must be allowed. Therefore tell your customers that they should send their parcels from their city not later than November 1st.

(3) This means that your Christmas stock should be bought **now**, at once, in order to give customers time to purchase and despatch. This is very important. If you are going to get any of the trade in useful presents from people who are sending to the Dardanelles **get your stock in at once.** And announce the fact to your customers! Advertise it. Write it on your window cards!

(4) Now with regard to regulation for packing. Ordinary parcel post rates apply so far as parcels for France are concerned. If you have a post office guide look up the the information as to rates, packing and so on, so that you are in a position to advise your customers on this point.

The Post Office authorities suggest, with regard to parcels intended for the Dardanelles, however, that senders apply to the local post office for particulars. There

may be some new regulations issued. This is a point to note.

(5) With regard to addresses of soldiers, note the sample address in the panel in the middle of preceding page. This, too, is an important point. All mail for the trenches in France must be sent to London, as may be seen from our sample address.

Help Your Customers.

You can do a good deal in the way of helping your customers. For that reason it is important you should read the foregoing guides. It may be that some of your customers will want you—or that you will offer—to do the parcelling and despatching for them. If so, you should be properly posted. Read the foregoing carefully and then you are in a position either to advise your customers how to send parcels or to send them for them.

Next month we shall devote considerable space to advice and suggestion as to window displays, advertising that will help and so forth. Meanwhile the big thing is to prepare now.

Then the fact of the men being at the front won't be such a big loss after all. You can make good on their custom by selling to their friends and relatives.

TREATMENT AND MERCHANDISE IN WINDOWS

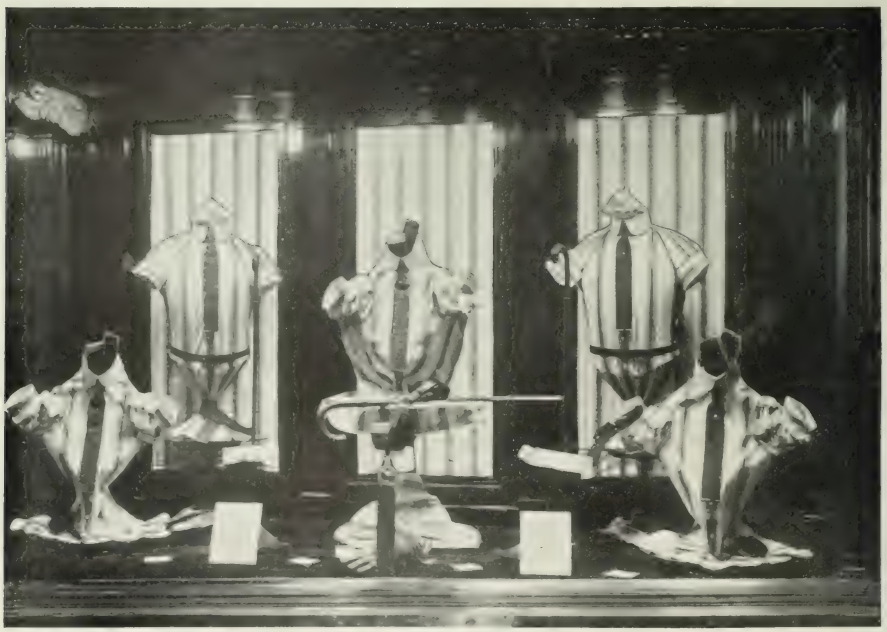
The Relation of the One to the Other—Former is Equally Important — Personality in Distinctive Features—Some Notable New Examples.

Specially Written For Men's Wear Review

Office of Men's Wear Review,
115 Broadway, New York

PROFIT through the sale of commodities is the underlying motive of window trimming in all lines of mercantile trade. Display area is unquestionably the most valuable space of the shop, and in order to make it capable of responsibility for its due proportion of gain the merchandise must be so presented as to appeal to the eye, which means that the window must attract attention, hold interest and finally convince the onlooker that he has found the identical thing he wants and also found the shop in which to make his purchase. The latter is, in reality, the most significant factor in window art as the same merchandise is frequently found in many shops, but the impression made varies according to the effectiveness of the trim. Good taste in posing, proper composition, and harmony in color scheme are the distinguishing features of a good window.

Now that sale displays are over for the time being it behooves the trimmer to present the merchandise offered in a manner that will reflect the veritable character of



A particularly impressive display of Autumn shirts at the Yorke Shop, New York.

A typical New York clothing trim—Gumpertz & Co.

the shop, as well as the edict of prevailing fashion. In the first illustration here shown one sees a trim of remarkable distinctiveness, a trim that leaves nothing unsaid as to the refinement of the shop. Space is not crowded, each unit is an individual feature and a touch of novelty in decoration is evidenced in the background treatment.

Attractive Color Scheme

The picture reveals a striking display of Autumn haberdashery appropriate for October wear when it is still too early for heavy weight apparel. Medium weight silk shirts are shown. These garments are of expensive quality, which seems to be more favored for Autumn than during the past Summer. It is the tasteful grouping and attractive color scheme of the trim, however, that merits special mention. This window is of medium depth but, as is noticed, a fairly shallow arrangement is worked out. The advantage in avoiding deep trims lies in the fact that each garment in the more shallow trims stands out distinctively in making its appeal to the passer-by, and the illumination at night is more even than when a deep window is jammed full and one garment casts shadows on another.

Two very pleasing methods of posing shirts are observed. In one instance the garment is shown over a bust form with the sleeves thrown forward over the shoulders and in the other the shirt is draped over a square of cardboard with the sleeves gathered at the sides. The color scheme is very beautiful, umbra stripes in Autumn shades of tan, green and maroon on tinted grounds. A feature of unusual decorative nature is the panel backgrounds which consist of strips of silk matching the shirts near them. The silk is merely tacked over the natural wood panels of the partition. For the sake of variety, if for no other reason, this idea is worthy of note, as variety in the setting of a window is quite as conducive to impressing the public as is the setting of a theatrical production.

Regarding the various other items of merchandise included, good judgment in grouping, balance, and spacing is shown. It is noticed that two soft collars are featured, which is a thoughtful suggestion to the devotee of sports. Shops too frequently overlook the immediate requirements in their scurry to show new stuffs. There are many items in dress of Summer weight that are still in demand and will be for at least another month and to hide them as a "candle under a bushel" is undoubtedly sacrificing trade. If window space is not available to make individual displays of such goods, one can readily include them with the new offerings and yet especially feature the latter. The point is, Do not lose sight of the momentary items.

Soft Lines, No Stiffness.

Autumn suits and overcoats are well posed in the window next pictured. Compare this trim with the old-fashioned display of clothing where full figure forms in

symmetrical rows reaching from side to side of the window with each row elevated from front to back like bleachers, and you will appreciate the advancement made in the presentation of clothing.

Two sack coats and two overcoats are featured. In each instance the trimmer has overcome all evidences of stiffness in pose, and has so draped the garment as to accentuate its best points, showing the collar, lapels, pockets, lining, etc. A very pleasing manner of draping trousers is noticed in the unit on the left. They are simply folded around the base of the stand in a rather studied, careless way that avoids the straight parallel lines. Gloves, cravats and walking sticks are used to add the finishing touches always essential to an impressive window display.

It is often the final brush marks, as it were, that bring out the life of a trim. They often overcome incongruity, true up balance, and in themselves, are frequently featured stronger than if displayed alone.

Summing up the ideas here brought to your attention, the efficiency of a window depends quite as much upon the treatment as upon the merchandise. First make your appeal to the eye a strong one; second make the trim practical, that is, timely and suggestive of desirable and useful goods; and last, but not least, aim for distinction. You may be showing essentially the same merchandise as your competitor, but the "personality" of your shop in bidding for and gaining trade is a matter wholly within your control.

Maclean
New York.

THE RIGHT WAY AT "THE RIGHT HOUSE"

An attractive trim of general furnishings, ties, shirts, hose and the like at "The Right House" in Hamilton. This window is always bright and appealing.

PARABLE OF THE DEALER WHO HAD ONE THING LACKING

By H. S. E.

ONCE upon a time there was a certain retailer who, for bread and butter and occasional gain, sold men's clothes and furnishings. He had a nice store and a fairly good business because he paid attention to most business essentials. He advertised in the daily newspapers and he studied the **Men's Wear Review** series of card-writing articles. He dressed his windows in a wide-awake way and he studied what the public wanted and did his best to give it them. He did not cut prices and he didn't hand his customers lemons—no, not a lemon. He was a good salesman and a conscientious, and he worked like Jacob worked for Rachael, and stayed with it. He was courteous and punctual, shrewd and slick (which is one of the greatest words in the American vocabulary), had a good personality, a pleasing appearance and a genial hail-fellow-well-met appeal which pleased his customers.

Now, you'd think that he was a success—a personification of all the virtues, like he was—wouldn't you? But . . . shed a tear! He had a vice! And—would that I could deny it—it lost him business. . . .

He had a secret, and he guarded it as if it was bullion.

It came to pass that one day he displayed for sale some raincoats. They hung on a rack in the doorway and an attractive card pointed out to whoever might be interested that the raincoats were excellent value and were, in fact, a new consignment just received.

Two young men came down the street and beheld the raincoats. The evident worth and attractiveness of them compelled the attention of the young men, and one said to the other—in the picturesque lingo of this continent—"Say, bo! Some raincoats, eh?"

"Yu betcher!" agreed his companion.

They stepped a little nearer and examined the texture.

"Pretty nice stuff," said one.

"Yep! They're all right."

They continued to examine the raincoats and turned them about. At last one said, "Well, come on, let's be moving."

Said the other: "Half a mo'!" And he went on looking all over the raincoats, turning them this way and that, and now and then studying the words on the showcard, announcing their good value and so forth. By and by he turned to his friend and said, "Say, Bill, do you see any price ticket on these coats?"

The other came closer and the two of them resumed their search for some indication of what these raincoats would cost.

"Naw," answered the second, "there ain't no price on 'em" (which, if it wasn't English, was certainly truth).

"Well, I'll be ——," cried the first. (Whether he was or not doesn't matter to you and I.) He went on: "I was going to buy one of those coats, but I'm hanged if there's anything to tell me how much they cost."

"Why don't you go in and ask," said his friend.

"Go in and ask!" The tone had a wealth of irony. "No siree! Not much. I'd have bought one of those coats if there'd been anything to tell me the price, but I'm blank-blanked if I'm going to bother to go in and ask a man the price of anything he's got to sell. If he can't take the trouble to put the figure up there, good and plain, he can go to pot—and sell his coats there, so far as I am concerned."

The two sauntered on down the street and they came, in time, to another man's wear store. And, behold—here were more raincoats for sale. The store wasn't up to much. The windows were particularly bright and the show cards might have been a good deal better if the dealer had read the aforesaid articles on Cardwriting in **Men's Wear Review. But—on every article in the window and on the raincoats at the door was hung a price ticket which left no doubt as to what the price of each article was.**

The two friends stopped at the door. "There's some more raincoats, Bill, if you're thinking about buying one," said Bill's friend.

Bill stopped. "Yep. Cheap, too," he said laconically; "$7.98 isn't much for a coat like that," and he stepped up and examined it. A moment later he was in the store and had bought the coat.

* * *

"Shall I tell you," said his friend to the salesman, "how it is my friend bought that coat from you?"

The salesman was interested. "Yes," he said.

"Well—you had your figure marked good and plain. The guy up the street had just as good stuff as you, maybe better—"

"Impossible," murmured the dealer.

"—But," went on the other, "he didn't have his stuff priced. My friend, and quite rightly, didn't see why he should go into the store to ask the price. It ought to be there for him to see without any trouble."

"Quite right," said the dealer.

* * *

It is all part of the New Idea—the idea that the public must be pleased. This is the slogan of successful business in the year of our Lord nineteen hundred and fifteen. It isn't enough to have the goods. It isn't sufficient to be expert at argument, clever in services, right there with the courtesy. These things are only parts; parts of the big idea of Complete Service (and spell it with capitals).

The first man, whose raincoats attracted the two young men, had most of the component parts of service but—he had one thing lacking. He had—as I said in the beginning of this somewhat long-drawn-out homily—a secret! He kept his prices to himself. Why, he couldn't have told. Probably he just omitted to mark them. It was enough, though, for the two young men that he had kept these prices off his goods. They didn't buy.

Why on earth he had this awful secret nobody knows. But, look you, it lost him business. The other fellow got ahead of him.

He hid his prices under a bushel. The new Business Scripture saith, "Let your prices so shine before men that they, seeing your clear figures, will buy your goods. . ."

MERCHANT TAILORING TO SPECIAL ORDER

G. Hawley Walker, Toronto, Tells the Steps—Balancing Semi-Ready and Special Order —Wrong Methods and Right.

THESE are the experiences of Mr. G. Hawley Walker of the Fit Reform Store, Toronto, during 16 years' of business. We give them to the trade at this time because Mr. Hawley Walker is now installing a complete range of men's furnishings in his store and this is the final step—up to the present—of a series by which Mr. Walker has gradually gone from a beginning as a merchant tailor to the present stage when he handles ready-made-tailoring, special order tailoring, and a full and complete range of furnishings.

"Sixteen years ago," said Mr. Walker to The Review, "I was doing a very fair business as a merchant tailor. I I had a regular clientele and managed to do very well here on Yonge street with merchant tailoring. But I saw the trend of the times. I saw the time had come when a man must be able to see not only the cloth of which his next suit would be made but also the way in which it would be made up. I sensed the fact of the change in the tailoring business and then and there installed a complete line of ready to wear tailoring.

"But it was not long before I observed that there were some men who were not satisfied with ready-to-wear clothing. They wanted suits which were tailored to their measure. Cloth and make-up which could be seen beforehand were an important item but they were not everything and several of my old customers pointed out that they preferred to have suits made directly for them.

Day of Tailored Garments.

"I saw the way out. I knew the trend of affairs had again changed and that this was the day of special order tailored garments. I therefore decided to handle special order tailoring. My success in this line, I think I may modestly say, has been undoubted and I attribute it no less to the excellence of the line of special order tailoring which I represent than to my own salesmanship and handling of the customer.

"With regard to whether or not a man is wise in carrying both ready made and special order tailoring. I suggest that he is indeed a wise man to carry both lines.

Some Reasons.

"Here are some reasons. First of all the overhead expense is no more. It costs just as much to run a store whether you handle one method of tailoring or two. Secondly you have a more universal appeal when you carry both lines. Some men like the ready made and others like to have suits tailored to their measure and they like to be convinced that that is the case by the fact that it is about a week before it gets to them. Now in the case of a store like my own, which handles both lines, we are able to get all kinds of fish into the net. When I started at first to handle ready to wear and special order stuff, some customers of mine who had been with me for years when I was doing merchant tailoring, kicked at ready-made tailoring. When I handled that alone I really had no comeback to their kicks. They protested that they did not like ready-made stuff; stated that it was not made up to their order, and that it was hackneyed and might be worn by anybody at all. To that, as I say, I had no answer, but and here is where the importance of the special order trade comes in. When I had decided to have special order

(Continued on page 56.)

Exterior of G. Hawley Walker's store in Yonge Street, Toronto.

THE CONDUCT OF A SUCCESSFUL SALE

Harry Way, of Hamilton, Has a Way With Him—The Personal and Intimate Note Gets the Business—Circulars and Letters.

Special to Men's Wear Review by Traveling Staff Writer

Stock Adjustment
MODEL SUITS AND FALL OVERCOATS
$15.
Regular $22.50 to $32.00
Only a few of these.
Stock Adjustment
85c
BUYS ANY STRAW HAT
Regardless of Its Former Price
WAY
YOUR TAILOR
67 KING EAST
SELLER OF MEN'S CLOTHES FURNISHINGS AND HATS
Headquarters of The WAY Clothes Pressing Service $1.50 per Month
SURE a fine thing it is to get a good Send-off. That's the reason I'm giving such a send-off to all my Summer Stocks. This is my First Semi-Annual.
Stock Adjustment
and I'm reducing prices pretty generally throughout the store. Drop in and save a few dollars by spending a few.
H. C. Way
67 KING EAST.

This shows four pages out of an eight-page folder sent broadcast over Hamilton by Harry Way to advertise his first sale. The folder was attractively gotten up on good paper, using good ink and press work. Note its "snappy" talking points.

Harry Way, of Hamilton, Ont., has the happy knack of knowing how to conduct a successful sale.

We reproduce on this page a specimen letter which Mr. Way recently sent out, and also an 8-page folder which accompanied the letter. A cursory reading of both these will indicate that Mr. Way opines that the proper method to catch trade for a sale is by being breezy. His letter expresses his personality. For instance he starts off:

"Tell me how many bargains there are in the enclosed folder and I will give you the whole 7."

That is a very different matter to a sale announcement which simply says "We are having a Sale." Merely that and nothing more. Mr. Way goes to considerable trouble to get out first of all an attractive looking folder, then he writes a letter which is not only neat and natty in its appeal, in its get up, but is also attractively phrased. Then his folder is illustrated—as will be seen from the one side of it which we reproduce here—by good sketches and the wording is attractive and catches the eye. For instance on one page of the folder, he starts off: "Sure a fine thing it is to get a good send off. That's the reason I am giving such a send off to all my Summer stock." This is my first Semi-Annual stock adjustment and I am reducing prices pretty generally throughout the store. Drop in and save a few dollars by spending a few." Then he signs it in his own hand-writing, H. C. Way.

HARRY WAY

"Your Tailor"

FURNISHINGS AND HATS
PHONE 4912

67 KING STREET EAST

HAMILTON, ONT., August 11th, 1913

Dear Friend:-

Tell me how many bargains there are in the enclosed folder and I will give you the whole seven.

As a matter of fact, for 13 days, beginning this Saturday, I will be strictly in the Bargain-Giving Business, as I am starting my first "Semi-Annual Stock Adjustment."

You'll notice this difference between my Stock Adjustment and Christmas--my Stock Adjustment comes just twice a year. Whatever it may be next time, I think this first one will be worth coming to.

This is a Store, not a storage warehouse. Merchandise that hasn't moved at the end of a season, I intend tying the tin-can of a Reduced Price to, then it WILL move.

I want my valued Friends and Customers to know about this, just as a matter of news. Perhaps it will be of important interest to you. It will be if you happen to be needing anything in my line just at the present moment.

The folder tells the story.

H. C. Way

Sample of the "personal note" at striking which Harry Way is adept. This letter turned out a good business getter.

We reproduce these two illustrations and they speak for themselves. Comment is more or less unnecessary. The reader can see for himself the sort of thing that Mr. Way is doing. He gets the business. He sends out a couple of thousand of these letters and folders and certainly the results have justified the expenditure made upon such things as good stock for his circulars and attractive printing and plenty of illustrations.

SHADOW EFFECTS THE PICK OF FALL SUITS

With Brown as Considerably More Than an Also Ran — Big Tendency Towards the Practical in New Fall Accessories—The Fancy Vest Back Once More— Silks and Picques in Evening Waistcoats

Authorative and Authentic Fashion Notes

What's New

Shadow effects in suits in pencil stripes and plaids.

Brown, as a suit color, is now looming up strong.

Broader shoulders for sack suits.

Trousers now a little looser.

The braided suit and fancy trouser will be popular.

Pointed oval or frank "U" evening vest.

Rich colorings in stripes in shirts.

Reds, greens and purples, in subdued tones, strong for new shirts.

All cuffs, single or double, to be starched.

Soft collars for Fall wear.

Square, well separated points to be modish in collars.

Refulgence and extensiveness in colors and design for Fall neckwear.

AUTUMN styles present many important variations from those of last year. It is in the smaller details, however, that one must look for changes, To the average man, whose idea of clothes is chiefly to be dressed in consonance with the mode established by the shops where he deals, these changes may seem of minor interest, but to the man of cultivated taste, items such as the curve of a lapel, the width of the trouser legs and the bell of a hat are significant. To dress becomingly is his aim and upon his sanction depends the shift and drift of fashion. A month ago there naturally was the element of speculation in predicting just what fashion would bring forth, but now that the curfew of Summer has awakened the enthusiasm of merchants in displaying the new Fall stuffs without reserve, one can feel sure of the trend of correct Autumn vogue as it is to be.

Tendency Towards the Practical

One thing prominent in the character of the various accessories offered this season is a tendency toward articles of a more practical nature. In other words there are fewer novelties and more sensible items to interest the customer. Wide assortments in hosiery, gloves, handkerchiefs, mufflers, undersuits, sweaters, mackinaw coats, leather requisites, pocket trinkets, etc., are shown in abundance. The producers were undoubtedly prompted to increase these particular lines of merchandise by the unprecedented demand for useful articles especially suitable for gift parcels to be forwarded to the soldiers at the front this coming Christmas. This feature of trade nevertheless, has not interfered with the effectiveness of the new materials and styles to be worn here in America, but it will undoubtedly bring into prominence a line of more practical goods and debar from the public the usual influx of undesirable novelties.

Suiting fabrics show many smart creations. There is a predominance of shadow effects in both pencil stripes and plaids in brown, olive, grey and dark blue. Touches of bright blue, in particular, are introduced in the majority of new stuffs. Brown, although not much praised early this season as a favored Autumn color, is looming up strong in the displays by custom shops. In clothing, brown, like grey, is really a staple color, but it was noticed last Spring that it weakened considerably, and thus gave rise to the opinion that its course was run for at least another twelve months. Undoubtedly the eminently becoming effect of brown on almost every man and the lack of any striking new shade are the reasons for its sudden re-appearance.

Suits of striking colors as green, terra cotta and dull blue that were advocated last Spring have lost caste with smart men. The present tendency toward vividness does not mean conspicuousness but richness, which properly belongs to the sterner sex.

Regarding sack coats, the best tailors are sponsoring broader shoulders and with somewhat roomier body effect though still shapely. Trousers are a little looser. The lapels are not so wide and slightly rounded and the sleeves show a tendency to taper slightly toward the cuff. Some of the new models show well rounded and well cut away fronts, while others are straight with square corners. In either case the skirt is cut medium short. Many of the new models are made without cuffed sleeves. Trousers without turned-up bottoms are also favored. The different-trouser suit, consisting of a black braided cutaway jacket with the usual grey striped trousers, is an assured smart fashion for this Autumn with the younger business men.

Revival of Fancy Vest

The present outlook for a strong revival of the fancy waistcoat for day wear is bright. Every new showing of Autumn clothing includes a variety of fancy effects. Both single and double-breasted models are exhibited, but the preference seems to be in favor of the former. The opening is narrow and the waistcoat closes with either four or five buttons. Colors are snappy, as should be, if one desires to gain any advantage by wearing a fancy waistcoat. There are many plain effects in browns, olives, greys and blues with either plain welt edges or contrasting pipings, but both stripes and checks are plentiful and particularly the latter.

COLORS: MANY COLORS: RICH COLORS

These are the Outstanding Features in Accessories — Autumn Shirts Rich But Not Gaudy—Soft Collars Will Be Worn in the Fall—Refulgence Combined With All-Over Pattterns in Neckwear

From Our Own Special Correspondent

The latest evening waistcoats are extremely effective, the opening being quite wide, suggesting either the "U" shape or running into a pointed oval. The collars are designed to be moderate in width and do not broaden out near the bottom as was the style last Winter. Fancy pique is favored by men of particular taste, while silks are also extensively shown. In silks some very neat patterns in corded stripes and embroidered figures are to be seen, but many of the smart models are in picturesque brocaded designs. Some of the brocaded effects show a faint tint of grey or shell pink in the ground weave, but this color is so pale that it practically has the appearance of white, only not severe white. From the best authority as well as from the shop displays, it is learned that the black waistcoat for formal evening dress is "off." Also the frivolous tucked effects are tabooed.

Autumn shirts are indeed good to look upon. Not only are the materials beautiful in pattern, but the combination of colors is rich without being gaudy. Stripes composed of narrow stripes in clusters and interwoven with dainty designs well spaced on self figured grounds are among the most attractive offerings. Solid stripes, polka dots and moire patterns are also prominent. All-over patterns of detached figures, so conspicuous last Winter, are now little seen.

As predicted early in the season, striking effects in subdued tones, however, such as red, green, purple and orange, are the chief characteristics in color schemes. The influence of art has averted any discord in the mingling of strong colors, and so skillfully have combinations such as royal purple, emerald green, and burnt orange been worked out that the effect is most captivating.

Starched cuffs, either single or double, are also a feature of pronounced distinction in the new shirts. Even stiff white or colored cuffs on silk shirts are advocated by some exclusive firms. This is doubtless a bit faddish and can scarcely be designated as a style only of the moment. Pleated bosoms in all qualities of day shirts are considered the better form. Soft cuffs are correct for both silk and flannel garments, but otherwise the soft effect is not favored.

The correct evening dress shirt is of either plain or fancy self-figured piqué. The bosom is starched stiff and the cuffs are either single or double. Evidently the tucks and ruffles popular six months ago have been given their passports for another fashion-land, as even for dancing the soft bosom is giving way to the more formal effect.

Soft Collars for Fall

The latest thing in fold collars is the two-ply starched article which has just passed through its experimental stage. It was expected to be a great success, but there are evidences everywhere of its dissatisfaction. Collar comfort has been the aim of makers for years and the likable qualities of the soft effects encourage the thin, starched, flexible kind, but the trouble seems to be in their failure to hold their shape without denting or breaking, especially when adjusting the cravat. So the better class shops are showing largely the starched collar of substantial thickness and rigidity and the regular soft lines. Soft collars, nevertheless, are as much in vogue as ever. In fact, there are many smart men who will doubtless wear the soft collar to business this Fall, although its proper place in dress is, as was formerly, in the world of sports. There seems no inclination this Fall to expect the wing collar as a business dress requisite. It was worn quite generally last Spring, but to-day it seems wholly reserved for formal and semi-formal dress.

There are practically no new variations in the shape of fold collars. The preference is perhaps due to the square well-separated points which admit the generous knotting of the cravat. The well-liked cutaway with round corners is still good form and much worn, but fashion is gradually leaning toward the close front effect when round corners are shown. Long pointed starched collars are not worn by the best turned-out men.

In cravats as in shirts the color trend is full of richness. In patterns, stripes are seen of course, but the most popular of all are the giant figured "species" showing striking effects such as huge chrysanthemums, grape leaves, cubist

What's Old

Dull blue, terra cotta and green are not for the tip-top dresser.

Vividness in suitings is not de rigeur.

Wide lapel gradually going. Tight trouser gives place to loose.

Cuffs on sleeves have had their day.

Black waistcoat for evening dress is "off."

Frivolous tucked effects are taboo.

Poke collar is not au fait for business and lounge wear.

Long pointed starch collars have passed.

Polka dots have polka-d out! Solid colors in neckwear are markedly absent.

Grey Derby an "also ran"; it has no support.

designs and sunburst effects. These elaborate patterns, refulgent with wonderful colorings might seem to be going beyond refined taste but when it is considered that only a small portion of any one design is seen when the cravat is knotted the danger of overstepping the limitations of propriety is slight. With these elaborate weaves it is possible to produce many desirable effects in color schemes merely by the adjustment of the knot. The rage for polka dot patterns is gradually waning as is also the vogue of bow ties for day wear. Solid colors are markedly absent in the Fall showings of neckwear.

Just a word about hosiery: it is not necessary to mention specific colors as every popular shade and tint is being shown. The one noticeable feature in hosiery however, is that only solid colors are extensively shown. Fancy clockings to be sure are prominent but the striking plaids, mottled effects and distinctive stripes worn last season have suddenly disappeared. The vogue of silk hosiery is steadily increasing though lisle is favored by some of the exclusive shops but the quality is of the finest and costs more than the popular priced silk varieties now on the market

Style in hats is no longer a question, for the prominent shops have already made their initial Autumn displays and the majority of men have discarded their Summer headgear. The black derby is favored although brown in the darker shades is advocated now more than for several years past. The grey derby evidently lost out before it reached the "starting line." Owing to the recent prominence of both grey and blue as popular color treatments in dress the future of the grey derby seemed encouraging but there is no sign of its appearance as a popular vogue as was forecast. The new derbies have full well-rounded crowns and well curled brims.

Soft felt hats are extremely popular with well dressed men and there are four distinctive shades, black, grey, brown and olive. The Alpine crease is preferred to the telescope effect. Pearl grey is unquestionably the most favored color in soft hats. The brim is finished with either a raw edge or with narrow silk binding to match the ribbon which is either black or light grey.

Maclean
New York.

A showcase in the store of McAskill and Simpson, 699 St. Catherine street West, Montreal, which is devoted to the display of jewelry.

SELLING JEWELRY VIA THE DISPLAY WINDOW

McAskill and Simpson, Montreal, Can Tell Immediately When Their Displays Are Becoming Infrequent, Because of a Falling Off in the Demand—Sold 150 Watches by Displaying Them.

THOSE who are acquainted with the haberdashery business of Montreal will remember the late John Allan, who ran a successful store at the corner of Craig and St. Peter Streets. His hobby was the jewelry department, which he kept at a high level by personally arranging displays. One of his chief complaints was that his clerks did not appreciate the possibilities there were in this line for men's wear stores, and therefore did not dis-

play it to proper advantage. John Allan always had a word to say about each stick-pin and cuff-link. There was a card for each, and a line of recommendation written thereon.

The mantle of Elijah has fallen upon Elisha, and we find K. N. McAskill, of McAskill & Simpson, 699 St. Catherine Street, West, who was for years manager in John Allan's store, making jewelry one of the bulwarks of his business. A look at the accompanying illustration will show that one of the large silent salesmen is almost totally devoted to jewelry and other closely associated lines.

Selling Via the Window

If there is one thing more than other that this house has discovered in their business career, it is that jewelry can only be sold by making a special display, and the best medium is the window. Their sales of stick-pins, cuff-links, collar buttons, etc., go up and down in proportion to the publicity given in the window.

One of their greatest difficulties has been to overcome the desire on the part of customers to want the name of a good jeweller on the case when making a presentation. To combat this tendency, they argue that within certain limits, they can supply an article just as good, and at a lower price, their rents being lower, and overhead expenses lower on account of this being a side line.

However, this does not prevent McAskill & Simpson from drawing the business of the man who wishes to buy his own jewelry, and does not care a flip of the finger whether it comes from Tiffany's or from the men's wear stores, as long as he gets the goods at the right price.

Mr. McAskill said, speaking to Men's Wear Review on his methods of handling this line: "It all depends on the window display whether a store sells jewelry or allows it to tarnish on the shelf. If you display it, you sell it. We have often found the demand falling off, and realized at once that it was because we were not using our windows enough. It makes a big difference too, how these goods are mounted. Manufacturers to-day are provided suitable mounts for making sales easily.

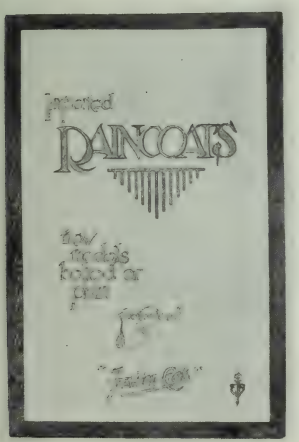
"Of course, men always go to the haberdashers for collar buttons. If the dealer has a nice range of other jewelry neatly displayed, the chances are he will sell more than a collar button. There is not one man in a hundred that goes to the jeweller for his collar button, and there's where haberdasher's opportunity lies. The fact that he is recognized as headquarters for collar buttons makes it possible for him to go extensively in for other jewelry. At the same time, I have found cuff-links and stick-pins my biggest lines, and this business has been brought in chiefly via the display window."

Went in for Watches

Some time ago, McAskill & Simpson started to handle watches. They were attracted by a new, thin model, being made at that time to retail at $1.50. To try it out, they bought a dozen, and displayed them in their window with a card, which read as follows: "A practical watch for every man. Built to run upon the most approved scientific mechanical principles. Introductory price $1.50. Gunmetal or nickel."

The watches and this card formed the display, which was placed in the window for several days each week. The sales amounted to a hundred and fifty watches. One of the chief reasons for this success was that jewellers are selling the same watch at $2.00—an illustration of the advantage possessed by the haberdasher over his brethren. It is becoming a rare thing nowadays to find a men's wear dealer who does not handle watches of some kind. Wrist watches are being sold more and more by the haberdasher. The old-fashioned watch chain is not suited to this business, but the new Waldemar chain is. The well-dressed young man is attracted by it, and McAskill & Simpson always have a stock of these on view, selling for $2.00 or thereabouts.

As for shirt buttons, Mr. McAskill has a range of three qualities always on his counter. There is the five-cent button, or six for a quarter, the ten-cent button at three for a quarter, and the fifteen-cent button at two for a quarter. Pressure is brought to bear on the customer to take the most expensive one. Mr. McAskill was not far wrong when he said to The Review: "It is better for the customer, and better for us, if we can sell him the expensive article. And that applies to many lines of goods. He forgets the price, but if the goods are unsatisfactory, he never forgets the store."



SHOW CARDS.

Two attractive show cards used with effectiveness by Mr. E. Bell, of the Fashion Craft store in Hamilton. Readers will remember that two or three issues ago we showed some more of his work. He is successful as an attractive show card writer because (1) *he uses attractive card.* (2) *He is "Topical" in what he says.* (3) *He is essentially neat, and* (4) *his style is novel. We commend these cards to our readers' attention.*

Round The Town

By Beau Brummel

NATURALLY the first place where my journey round the town would take me to these days was the Exhibition. I ran out there on Opening Day. The rain had ceased for the first time for forty days and forty nights—sounds quite scriptural doesn't it,—and the sun was shining brightly on the Exhibition Grounds which were looking in better trim than ever before. Opening Day was a great success. Numbers of the Bigwiggery were there, lunching upstairs and doing themselves well, and then descending and making other people envious by smoking huge cigars of a special and particularly nice brand, standing on the steps of the Administration Building.

There, for instance, was the Lieut.-Governor of Ontario, Sir John Hendrie. Like his friend Major General Sir Sam Hughes, Sir John has left off the "Colonel" and put on a "Sir." His Majesty King George V., by the kindly suggestion of the Canadian Government and the co-operation therewith of the British Government, has been graciously pleased to make several of our Bigwigs knights this year and here is one of them. Sir John was resplendent in a suit of silver grey, morning suit of course, and was behatted with an immaculate topper. He is a very commanding figure of a man and suits his clothes rather than they suit him. Sir John looks very well these days. He is rather different in many ways from his predecessor at the Government House, bluff, sportsman every inch, and liked by one and all. He was wearing a silver grey tie, silver grey hose and carried a cane to help him along.

Ex-Exhibition President Kent—in the silk hat—talking to Joe Hay, publicity man.

"Tommy" Church, the Immaculate.

With him was the Mayor of Toronto, Mr. Church—or to be in fashion "Tommy Church." Tommy's morning suit was a wonder to behold and "Solomon in all his glory was not arrayed like one of these." He was wearing a black cutaway with fairly wide braid and carried the universal and ubiquitous umbrella; which together with a cigar, always marks the approach of Tommy Church. He looked *distingué*.

But whom have we here? Who is this huge figure, with a massive chest and a jolly good-humored smile and nothing more conventional than a soft hat, although decorated with a buttonhole which resembles a miniature flower garden? This is no other than John Eaton, now Sir John, another specially loyal subject of His Majesty, over whom His Majesty has seen fit to make an imaginary pass with a sword. Sir John looked very well. He was dressed in a blue sack suit with a slight pin wire stripe, a nice grey tie, a very immaculate soft hat which is the latest thing for Fall wear, altogether he looked very nice and very prosperous and very well-to-do. We miss his yacht this year. We are used to seeing it lay to off the Exhibition grounds, there in the lake, but Sir John has loaned it to the Government and we do not see it this year.

One of the most commanding figures in the City is Mr. Noel Marshall. This gentleman, whose face we have become famliiar with through the newspapers in connection with his work for the Red Cross, formed one of the little procession from the Administration building to the amphitheatre where the Lieutenant.-Govsrnor opened the Exhibition. He was dressed in a regulation black morning suit and very dark striped trousers. He wore a poke collar and a black tie with a single pearl in it. I noticed his coat by the by was very distinctly cut away, even more so than most men wear. He looked very well.

"J. A. M." of the "Globe."

You have probably heard a very great deal about Dr. J. A. Macdonald of the 'Toronto Globe.' Just what he is most famous for is difficult to say. To begin with he is a big Peace Propagandist—that is in the time of peace, he is as certain as any other Britisher that Britain has got to lick the Germans in this War. Dr. Macdonald has been busy this week, both at the Exhibition and at the meetings of the Canadian Press, so fortunately held in Town at the same

time as the Fair. I caught a glimpse of him and had a word with him. He is a man who does not care very much about dress, and he is certainly big enough—if he thinks so fit—to do without bothering. He is wearing a grey cutaway morning suit with a grey soft hat. There are no airs and graces attached to the Doctor, though he has become by this time a very prominent man of letters and is quoted in America and England a very great deal. Probably as an editor, as a man who can forcibly put the case, he is not to be excelled in the Dominion. He is a very approachable fellow though, and does not look at all as if he is carrying the affairs of a big Daily Paper—and some say a Party—upon his shoulders.

Dr. J. A. Macdonald, editor of the Globe, wears a soft hat but a tailed coat.

It is often possible to discover a gentleman at these Public Functions. For instance he is down at the Woodbine on Opening Day and ever and anon appears at such things as Garden Parties, fetes, and the like. He is always exceptionally well dressed. His name is Mr. G. T. Somers, prominent in connection with the Sterling Bank and in insurance and other ventures in the City. Genial and kindly, his face is possibly the most interesting part about him. When I saw him on Opening Day he was wearing a blue suit with a double fold collar and a blue tie. His suit, like that of Sir John Eaton, with whom he was standing when I saw him first, had a pin-wire strip running right through it. He was sharing Sir John's flower garden in his buttonhole. And the soft hat which Sir John wore was duplicated in Mr. Somers' case. His dark, trim hair and his soldierly figure, made him look a very impressive individual altogether.

Joe Hay, At Your Service

We miss one kindly face at the Exhibition this year and it is that of Jack Munroe; he is no longer the Publicity Agent but in his place is Joe Hay. Joe is a curious individual and I caught a glimpse and had a chat with him on Opening Day. He was running around looking very perturbed, trying to do sixteen things at once, followed by all sorts of Press men and harangued in French, of which he didn't know a word, by the Pathé Frères people who were trying to get a cinematograph view of the Lieutenant-Governor, Joe was at his wits end where to turn and what to do. But he did it and he turned somewhere—and that to a purpose. He was wearing a dark blue navy suit with a squash hat, a comfortable suit and comfortable hat, rather than a particularly smart one. Joe is a newspaper man pure if not simple, and does not care a fig about dress—so he says.

Over in the Royal Bank Building there are all sorts and conditions of Press men in solemn conference. One notices one or two visitors there this year, for instance Mr. E. K. Whiting of Owatonna, Minnesota. Mr. Whiting was exceedingly smartly dressed—for a newspaper man! I didn't know they made them as smart as that nowadays! I am used to long hair and black, slack ties and unshaven appearances and even big eye-glasses. But to see a newspaper man all 'dolled up fit to kill' is something new to me. However, Mr. Whiting was exceedingly smartly dressed in a Glen Urquhart suit with a poke collar and a dark blue tie and carried a cane. He was wearing a new Fall hat—at least it looked new—and it looked distinctly Fall. He is a fairly tall man who carries off his clothes very well indeed. They tell me he is a pretty smart man and from one of his addresses, which I had the good fortune to hear, he certainly is.

Acton Burrows of the Canadian Railways and Marine World is one of the older men in Canadian journalism and is distinctly distinctive. He was dressed in a blue sack suit, and a fancy vest! He was wearing a double collar, against which his red face and very white hair stood out, strongly in contrast. He hadn't finished speaking when I came out; for all I know he may be talking yet, they tell me he is a great talker.

I dropped in one day to one Session and they were discussing the desirability of establishing a school of journalism in connection with one or more of our universities. President Falconer opened the discussion. The president looks like a cross between a business man and an Old Country lawyer. There he was resplendent in a morning suit, which may have been this year's style, and then again it may not, wearing *pince-nez* which gave him the look of a cynic—although Dr. Falconer has nothing of the cynic about him—and generally impressing the Public with the fact that he is a Professor and doesn't like to come down to earth very often. With him, and speaking after him, was Sir John Willison. Sir John is a man who really dresses well. His suit was a very smart grey check, a small check, and he was wearing a double collar and a blue tie. The tie was a foulard and spotted. He is a tall and commanding figure and he always looks mighty well. He is somewhat of a big Pot now, since the London 'Times' is coming into prominence under the regime of Lord Northcliffe,—whether favorably or not doesn't concern us now to say—and Sir John, as its Toronto correspondent, is a person of importance. Then again, you will remember, he wrote that life of Sir Wilfred Laurier. Has he repented him? We don't know. Ask Sir John!

The Lieutenant-Governor of Ontario, Sir John Hendrie.

(Continued on page 41.)

Khaki is the Ruling Passion

And more than that, one of the ruling fashions! This trim, made specially by Mr. C. W. Balmer, of Toronto, for the Men's Wear Review, deals with the et ceteras which an officer requires to complete his "rig-out." The trim is essentially graceful, the gloves and hose balancing the vertical canes, and yet not too symmetrical, as witness the general abandon effect. Note that gloves, collars, a tie, handkerchiefs—all are included, the only black in a sea of khaki being hose. The dark backkround of the table sets off the drab shade of khaki and the whole trim is artistic and "finished."

The Kind You like to dodge

Being a few of the perennial pests the Mens Wear Man has to encounter

The Jess Willard type who after mauling every shirt in the place, annihilates you with a glance, and declares you have the rottenest stock he ever saw

The Guy who comes in to display the holes in those guaranteed socks after 25 days wear, and demands a new pair to replace them

The bulky person who doesn't know what he wants, and gets in the way of a real customer

The last minute fellow rushing in at closing time to purchase about 10 cents worth

The "must see the boss" type

The sport that asks you "Can't you give me a better price?"

The "I Know better than you" kind

The fellow who always has a "new" story

WHAT THEY ARE WEARING IN LONDON

By MACLEAN, LONDON

MY tailor, in the West End, put for me more succinctly than I have yet heard the exact state of affairs with regard to the tailoring business at present in England. He said: "We are making absolutely nothing but khaki. All our customers seem to be either at the Front or going to the Front or have just come back and are going again in a few days. This does not only apply to the young men; a great number of middle-aged men have gone back to the Army and all sorts of conditions of my customers are now with the forces. When the door of my shop opens I do not look to see a man in a lounge suit any more; I expect to see him in khaki and my expectations are not disappointed. A good proof of this is that whereas at this time of the year, in an ordinary year, we should be making dozens of dress suits a week for the Autumn season, we are now not making one dress suit a week. Nobody seems to want dress suits. Our business on ordinary lounge fashions is cut down to 30 or 40% and on morning wear it is cut down considerably below that."

That Straw Shows Which Way the Wind Blows

It is easy to see, therefore, when that state of affairs is existing—and be very sure that it is a generic and not a specific circumstance—that there cannot be any new fashions for Autumn and Winter. To begin with, there is nobody to make these new fashions; there is nobody to design them and there is nobody to set the example by wearing them. Fashion leaders, young men of leisure, are at the front at present. The Nation's business, is so big, so demanding, so colossally important that the mere business of wearing clothes and setting fashions does not compare with it.

In my last letter I spoke at some length of the fact of the dearth in fashion fancies for dress suits for the coming season. Not a third of the men who wore dress suits previously are wearing them now. There are no functions of any sort. There is no Ascot, no Goodwood, no Court functions. Even private dinner parties which previously would not have considered getting down to a meal without a dress suit are now dining in lounge clothes and, in the case of river parties and house-boat parties, in just ordinary flannel. So that you see it is difficult for me to predict anything new with regard to dress wear for the coming season. I have seen one or two new dinner jackets and they are distinctly smart, but they do not seem to have anything outstanding. There was one I saw which was made with a double-breasted lapel faced with silk, just like an ordinary evening coat. I do not think, however, that this will attain much popularity, nor would it even if there were men to wear it, because a roll collar on a dinner jacket seems to suit most men better than anything else.

With regard to styles in lounge wear, there is the same difficulty obtained that I have noted above. There are so very few lounge suits being sold in comparison with what are usually sold at this time of the year that it is difficult to get any new fashions going even if there were any set. Most men in England are getting more into the American idea of buying an Autumn suit but with the hundreds of thousands at the Front and in training in England there is, this year, no business for the tailor at all. Moreover, the Government is advocating economy and the first thing that a man seems to economize on when he really sets his mind to it is clothes.

With regard to colors. Any fancy colorings, any fancy suitings at all, will be taboo this year. Plain blue serges and dark grey tweeds are about the only thing, with a considerable demand for cheviots. Cheviot has been popularly supposed to be a perquisite of morning wear and frock coat wear. This year, as possibly never before, such men as are getting any lounge suits at all are having them made from this cheviot material. There are some, as I say, ordinary grey tweeds of an inconspicuous pattern and of a fairly dark shade.

The whole trend, so far as any trend is noticeable, seems to be to have the suit as quiet and as conservative as possible. For that reason some of the long and sweeping lapels which we have known for four or five years are being abandoned to Fall wear and the creased, rather higher, lapel will be a feature of most new suits. This will be, too, a little bit narrower, thus following the Canadian fashion as observed by you in your last issue of Men's Wear Review. The outside ticket pocket on the right hand of the coat, just above the bottom right hand pocket, is going very strong again this year. I do not think this pocket will ever be right out of English men's sack suits. It is a very good etcetera for the containing of a ticket or small change and it has been in the Englishman's suit so long that I don't think he will abandon it. I understand that some suits this year, probably more than last year, will be made without a breast pocket on the left hand side. All the pockets will be cut perfectly straight. The bottom of the coat, instead of being cut away

The Minister of Munitions, David Lloyd George, is not a man who cares a rap for dress, generally.

in a rather smart fashion will be square or blunt so as to look very inconspicuous and conservative.

With regard to neckwear for the coming Autumn season I said some little about this in my last letter and point out that the big vogue would be for black and white combinations. It then appeared as if stripes would have a greater vogue than any other design. I understand now, though, from some of my manufacturer friends that the really big run will be for a small and insignificant white design, in the form of a spot or diamond or little ring on a plain black silk background.

This sort of tie was fashionable about three years ago —that is, it had its big run then—and it now seems as if for men who wish to wear ties and such as our left of our men who bother to follow the fashions in neckwear at all, this pattern will be the thing. Note that these are not all-over patterns. They show a good deal more black than white.

The other day our Premier, Sir Robert Borden, became a free man of the city of London. I saw Sir Robert as he came away from the Guild Hall, and I was struck by his neat appearance. He is a much bigger man now—both ways—than when I saw him some years ago. He was wearing a black frock coat, double-breasted, with nice grey trousers, a waistcoat that was cut fairly deeply, a single fold collar and a black tie. He looked very much like a lawyer of the old English style and I also noticed that he wore a heavy double watch-guard stretching right across the vest. With him was Sir George Perley, the most noticeable feature about whom is his moustache and beard, both cut very trimly and making a sort of oval at the bottom of his face. He was very neatly dressed in a frock coat and trowsers of a very dark grey, set off by the ordinary black tie—and like his confrere Sir Robert Borden—a single fold collar. I was somewhat surprised to see him wearing this collar instead of the Poke or Butterfly. Next him in the Guild Hall, by the way, was Mr. Bonar Law and next to him Mr. Austin Chamberlain, well dressed as ever, but for the once minus the orchid.

I caught a glance at the Minister of Munitions yesterday as he left the London Opera House where he had said some very plain words about the "slackers." "We must pay the price of this victory if we mean to get it," he said. Mr. Lloyd George was cheered to the echo as he left the building. It is an astonishing thing how popular he has become with all parties. I think all over the country it is felt that he and the Prime Minister and Sir Edward Grey are three men in whom confidence is reposed and can never again be shattered. The time was when a great many people in England uttered maledictions on the Chancellor, Mr. Lloyd George, but that time has gone, and gone, I think, never to come back. Mr. Lloyd George was wearing a grey morning suit, of which the coat was open. The material was a very light grey worsted. He wore a grey hat with a black band and was carrying a cane. He is getting a little more rotund these days, but his genial smile and his fine brow and his particularly Welsh hair are now the same as they ever were. He is not the only man, by-the-by, in the public eye over here who has taken a leaf out of the book of America and worn clothes both lighter in texture and lighter in color this year than for some seasons past.

I came across a rather curious thing the other day. It is one of the points of a well-dressed Englishman to have his boots immaculately clean, and this was borne out in the case of an actor in our midst over here. He is not a celebrated star, but we all know him just the same. I hear that he suffers from only one mania, and that is expressed in his anxiety about the way his boots are polished. He goes from hotel to hotel and from house to house in search of an ideal boot cleaner! But they do not seem to put the shine on boots in this country that your shoeshine parlors do in Canada.

Lord Kitchener, a fashion leader at present since khaki is the fashion.

It is remarkable how many of our leading houses have been bereft of members who have paid a toll to this war. I see that that good sportsman Lord Desborough has lost a second son. He has now only one surviving son, the Hon. Ivo George Winfred. He is a young man of seventeen who will now become heir to the Desborough title. The present Lord Desborough was the man who swam the Niagara River and he has secured a great many sport trophies.

It is often said that the best dressed man in the world is the Frenchman. This is borne out in some points by Monsieur Paul Camdon, French Ambassador in London. I saw him the other day when he was inspecting a motor ambulance and noticed his exceptionally immaculate get up. From the shiniest of hats to the most scintillating of shoes he was absolutely *de rigeur*. I noticed, by-the-by, that he was wearing the vest slip. This seems to have gone out of fashion for a long time but several very smart men are reviving it at the present moment. His morning coat was cut-a-way very shortly. His vest was cut exceptionally low.

ROUND THE TOWN

(Continued from page 37.)

Ye Country Newspaperman

What a curious bunch these newspaper men are! I spent half an hour running round shaking hands with a good many men I knew and came across some curious things in sartorial connection. There are several types. For instance, there is the country newspaper man who—least of all—bothers about dress. He was there in superabundance; his name is Legion, anyway. Fairly long hair, a suit cut in the styles of 'way back, little attention paid to etceteras, a panama hat or a soft hat that first saw the light of day in a store about seven years ago—all these things mark the country press men. But nothing can get over the kindly smile and the welcome "How-d'-you-do?" It isn't the clothes—it's the man. Old Bobbie Burns was right when he said "A man's a man for a' that." Some of these fellows are the best in the country, princes of good fellows; always there with a good hand shake and a cheery smile although—goodness knows, the country newspaper man doesn't exactly have a cinch! It's good to meet him once a year and have a chat with him about how things are and tell him how your things are and so on and so on.

WORKING MAN'S TRADE AMOUNTS TO HALF

Goodwin and Ross, of Welland, Give Their Experience—How to Build Up This Class of Business—Interesting Customers By Concrete Inducement.

Special to Men's Wear Review by Traveling Staff Writer.

MESSRS. GOODWIN & ROSS, of Welland, Ont., have a peculiar store. This does not mean that they have not got an attractive store—and a well-managed store but they have a store which is peculiar in its balancing. To understand their business you must understand first of all that Welland is in the centre of a good factory neighborhood and is a prosperous community, with a number of men employed in what may be termed—for want of a better word—the laboring trade.

Sample of the cap given away by Goodwin & Ross to induce workingmen's trade.

Now Messrs. Goodwin & Ross manage in their store to make the workman's trade amount to one-half of the total business done. On the other hand they manage to get the other half of the trade in higher price stuff, from men in different walks of life. The point about their store and the conduct of their business is that they manage to blend these two widely different elements of a men's wear business. Mr. Goodwin had some wise words to say with regard to the workman's trade.

Important and Significant.

"Let nobody deem the working man's trade unimportant and insignificant. It is not either, whether it be in a big city or a small town, in a farming community or in any community at all. The working man's trade is always important. I may say too that it is lucrative if properly handled."

Mr. Goodwin went on to show the reasons why. He pointed out that the working man is a man who is buying all the time. In the case of a banker, a clerk, or a business or professional man he is not buying day in and day out to the same extent that a working man is. True, the classes I have mentioned buy seasonably, and during the course of the year the aggregate of what this class of man buys is considerable and is as much as or possibly more than a working man would buy. It must not be forgotten, however, that the bigger class is undoubtedly the working man's class. Canada is a workman's country pre-eminently and that is the reason of the working man's trade. The amount of trade from each working man, without the trade to be secured from the average man, other than him, and, the very fact of the numbers of the working man being greater than the numbers of the other classes, means that what is lost on each particular man is made up by the fact of there being so many more. Mr. Goodwin was at considerable pains to have this understood. He pointed out that from Monday morning until Saturday night he had working men and the like in his store buying shirts, overalls, working pants, working gloves and the like.

"This trade never stops," he said. "It is always going on. Working shirts are bound, a good deal more easily, to wear out in the case of the working man than cotton or cambric shirt is in the case of a professional or business man. Laborious and arduous work with the hands is bound to tell on a man's clothes. For that very reason of course the average working man wears cheap and stout overalls and shirts. The point, however, that I wish to make is—if these working shirts and overalls be a good deal cheaper than the shirts and so forth that we sell to professional and business men, still the fact remains that the man who buys these shirts and overalls comes a good deal more often to the store than does the business or professional man; so that you see you make it up.

Aids to Building Up Trade.

Our business here may be described as fifty-fifty. We do 50 per cent. in working men's goods and 50 per cent. in better class trade. That is our profits divide on that basis.

"What do you do to encourage and induce the working man's trade?"

"Well of course we have been here a long time," said Mr. Goodwin, "but apart from that we insist on getting to know every customer in whatever line he is and we pay special and particular attention to the working man and also to the working man's wife, for you must understand," and here Mr. Goodwin's eyes twinkled, "that the working man's wife is, the more important man of the two."

"But we believe too that it needs some sort of inducement, concrete inducement, to get the trade. We bethought ourselves of the idea of giving away a working cap. There is nothing more useful to a workman than a cap which is light enough not to make one too hot yet, which is good enough and stout enough to keep off dirt and lime and so forth from the eyes and face. We had several thousands of these made and for some time now we have been giving away these caps."

"How many do you give away in the course of a week?" we asked.

"Anywhere from 45 to 75," replied Mr. Goodwin, "and I think if anything it leans to the 75 mark rather than 45."

He went on to point out that these caps cost a few cents a piece but that the good they did was inestimable.

"I think this is the best sort of advertising for a store like our own," said Mr. Goodwin, "Because you see we have the name and a message on both the front and back of the cap, and this cap goes wherever that man wears it; if he is a laborer or working man of any sort he takes it to the factory and his friends see it and immediately think they might just as well go to Goodwin and Ross's store and buy something there and get one of these caps."

Give More Than One.

"You see we give one of these caps to everybody who buys anything in the working man's line. To anybody who buys a working shirt, gloves or overalls or anything like that we give one of these caps. Very often a man, think-

ing of his friends probably will ask if we can give him another cap to take away with him to give to his friend. We are not squeamish, we give these caps sometimes in twos, sometimes in threes and we find them all over Welland and the surrounding country. And remember wherever that cap goes," said Mr. Goodwin, "our name goes. It is worth while the few cents we spend on those caps to get them into the hands of the working man. We are then more or less sure of getting all their trade in working man's stuff."

"There is another side to it," continued Mr. Goodwin, "if the working man gets in the way of coming in here for his shirts and overalls and so forth for working purposes he is liable when he is in here to see something that he might like to wear on Saturdays, and Sundays and days off. He may come across some shirts or some hose, a suit or a raincoat or anything at all in the store when he is in or when his wife is in buying working apparel, and immediately decide to get the other thing for the times when he is away from the plant and wants to dress a little better. Or it may be, that sitting at home one night, he suddenly decides that he has to have a new suit and immediately he thinks well 'I might as well go to Goodwin and Ross, I know them they give me good service in my working stuff and I think I will try them out in other lines of stuff too.' So that you see," said Mr. Ross, "we get them both coming and going."

"Nor do we neglect other aids in securing this trade. We trim our windows with working men's stuff and we have inside, and make it known to the workingman by advertising and other ways, a good and full and complete stock. We believe in keeping the idea before the working man all the time, that we can supply his needs if he will only come in to see us.

"Yes," concluded Mr. Goodwin, "I do believe that stress should be placed on the importance of the working man's trade and is an item in the success of a men's wear furnishing business. As I tell you we do 50 per cent. of our trade in this line and I can thoroughly recommend that men's wear men, all over the country, if they don't handle working men's trade, should take it up. They will find it pays them as well to handle silk mufflers and the like."

OF A PERSONAL NATURE

The Saxe Clothing Co., Montreal, have moved into larger premises in the Somner Bldg.

* * *

James Watt, of Davidson, Sask., has suffered a loss of $50 from a fire in his store, caused by ignition of gasoline.

* * *

Mr. Max Kulman, of St. Thomas, who has a men's furnishing business, recently married Miss Marguerite Fox, of Detroit.

* * *

Halls Limited, of Brockville, report they have received a large war order on suspenders and are reorganizing their factory to take care of it.

* * *

Rumble & Elsworthy will represent the Saxe Clothing Co., Montreal, in Manitoba and Saskatchewan, with permanent sample rooms in Winnipeg.

* * *

H. P. Stewart, formerly connected with Fit-Reform, Winnipeg, is now with Max Beauvais, Ltd., St. James street, Montreal, in the clothing department.

* * *

Harley E. Henderson, of Brampton, Ont., has been holding a baloon sale to celebrate the anniversary of the day when, a year ago, he started business.

* * *

Mr. J. E. Thrussell, tailor, of Kelowna, B.C., has moved this week to new premises further west on Bernard avenue, and has fitted up the store next to Croft's boot store.

* * *

O. H. Falls, one of the best known travellers in Western Ontario, who has been covering this territory for a number of years, will now represent the Saxe Clothing Co., Montreal there.

* * *

John Banks, 775 Talbot street, St. Thomas, was the winner of the suit sold recently by Robert Stirling, furnisher and clothier, for $1. Ten others previously tried on the suit but it failed to fit them perfectly.

* * *

Word has been received of the death at London, Ont., of Mr. George A. Stone, of 661 Euclid avenue, Toronto. Deceased, who was a traveller for the W. Leishman & Co., was on business in London, where he took ill about two weeks ago. He died in the Victoria Hospital. He had resided in Toronto for about fifteen years.

* * *

J. S. Herity contemplates the opening of a gent's furnishing and boot and shoe store at the corner of Third avenue and Centre street in Medicine Hat. Mr. Herity expects to have the store and stock ready for business about Sept. 15th.

* * *

Clarence C. Trull, Oshawa, and until six years ago manager of the men's clothing and furnishing department of the Anderson Co., Limited, of St. Thomas, has again taken the management of this department, succeeding Geo. Clark, who resigned to accept a responsible position as traveller for a large manufacturing concern in Windsor.

* * *

J. O. Trotter, clothier, of Calgary, Alta., who was the victim of a disastrous fire recently, which destroyed his entire stock and gutted his store of its fixtures, announces that he will reopen his store with an entire new stock of clothing and furnishings. The Eighth avenue store has been entirely remodeled, and is now one of the best lighted and most up-to-date in the city. New fixtures have been installed throughout the entire store.

* * *

Owens & Johnson, who already operate stores at Edson and Lovalt on the G.T.P. west of Edmonton, have leased the old Star Pool Hall store in the Smith-Pike building, in Camrose, Alta., and are busy making alterations and arranging their stock to open for business at an early date. They will carry a full line of gent's furnishings, ladies' and children's wear and dry goods.

* * *

J. A. Macdonald, a leading citizen of Mitchell, died on Friday. The deceased carried on a men's tailoring and furnishing business for twelve years. He was about 37 years of age and a native of London, where his mother and sisters reside. He was popular with all classes, especially in sporting circles, being known in nearly every city in Western Ontario. As a bowler he took part in tournaments.

MEN'S WEAR REVIEW
THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE
Published MONTHLY 143-153 University Av TORONTO CAN

VOL. 5. OCTOBER, 1915 No. 10

Restoring Good Trade

SINCE the beginning of the war there has been a marked falling off in business and it is only after a full war year that there is genuine indication of trade improvement. The big encouraging factor is the promise of record-breaking crops in the Canadian West. A significant circumstance is that in all branches of trade there were cancellations of advertising appropriations, with promises to resume advertising again under normal conditions. In looking back over the past year does it not appear obvious that one reason for the extremely lean business was the lack of adequate business promotion by means of advertising?

The newspapers, magazines, trade and class publications have all borne witness to the curtailment of publicity—the oil of business.

Instead of being a measure of economy, discontinuing or seriously curtailing advertising has in reality hurt business in general and individual firms in particular.

It will not require very hard search to find concerns in all branches of trade who have had greater success in the past year of stress by reason of sticking to their advertising guns, than competitors showing less confidence and courage by cutting out their usual advertising. Naturally, even the former have not done so well as in the fat years, because of the general backwardness of trade, a condition, as previously intimated, fostered by the seriously reduced general advertising.

Mercantile concerns—manufacturing, wholesale and retail—should keep in mind the certain return of better times eventually, and that advertising done now will not only mitigate present trade conditions but bring further reward when trade again reaches high tide.

Take the case of a manufacturer: cessation of advertising entails danger of the firm's product falling into oblivion with the buying public.

New firms, which, notwithstanding the crisis, take a chance at advertising, appear and gain business which it will be hard for the old firms to recover in better times, because only by continuous publicity can satisfactory results be obtained.

Cancelled advertising has been the cause of idleness being enforced on many employees in business concerns of all kinds throughout the land. Others have had their wages reduced. Consequently the buying power of the people has become seriously impaired

Pessimism has been rampant and now that the still small voice of optimism is singing of better times because of the good news from the West, it is to be earnestly hoped that commercial concerns generally will realize that by means of judicious advertising they can do valiant service in promoting public confidence and bringing back prosperity.

Tell Them There's Cotton In It.

THE knit goods manufacturer is faced with the alternative of turning out quality goods at higher prices or using cotton to reduce the average cost of the yarn if the retailer must have lines to sell at the old fixed prices. Some Canadian manufacturers will have a double set of samples, one all-wool, or as much wool as before, and the other degraded by cotton. There are lines of sweaters that will not stand any further losses in the wool weight, and cotton must be introduced. At the old minimum price for all-wool sweater coats no manufacturer under the new and higher yarn contracts can turn out goods at a profit. So with hosiery, so with underwear.

For the retailer who has firm ideas that his customers will still demand 25 and 35 cent hosiery as before; $1 underwear or $2 sweater coats the only course is to order goods "to sell at a price," and the maker has no recourse but to cottonize his former all-wool products.

But what's the harm?—so long as the customer knows of it. If a retailer through stress of war conditions has to sell a cotton-wool article where before it was all-wool, it is his duty to inform his customer of the fact and the cause thereof. It is only fair to the customer if he is not likely to discover the change himself; it is a precaution in the direction of self-preservation if the purchaser is in a way to find out the truth independently.

Success Despite Competition

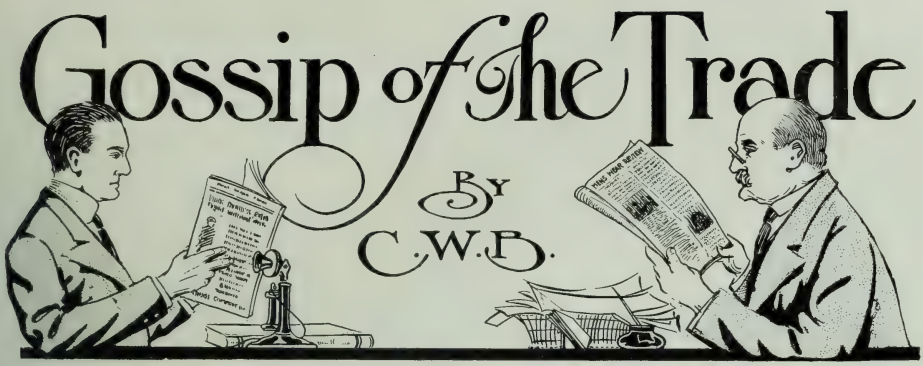
IN a recent issue the *Saturday Evening Post* had an editorial headed "The Country Retailer." After showing how dealers have multiplied in number of late years—multiplied much more rapidly than have the people who can buy from the dealer, and after recognizing the greater buying power of to-day as unequaling the increased number of merchants, the *Saturday Evening Post* goes on to say:

> "It seems tolerably clear that the country retailer who succeeds under these conditions must have something more than just a stock of goods to sell. Broadly speaking, anybody can get a stock of goods to sell. The store that succeeds must have some attraction which distinguishes it from just any store. In every country town, so far as we have been able to discover, there are retailers who do succeed well in spite of competition at home and abroad.
>
> "It can be done, but it will not do itself. The broad problem of the country retailer is one of the most difficult we know of in the field of business. Those who depend on the country retailer for distribution can well afford to study it."

There is food for much thought here. A man who succeeds either in country or city, must indeed have more than "just a stock of goods to sell." He has to make people feel they like to enter his store. Especially is this true of the men's wear dealer. It is for him to establish himself as an adviser on clothing and apparel. It is for him to know his customers—their likes—their dislikes. It is for him to make his store a pleasant place to enter. If he achieves these things he is far on the way to success despite the great competition of the day.

Gossip of the Trade

By C.W.B.



WHAT was it that made the myriad pleated shirt an impossibility? Why did it die so prematurely? I think the answer will be found in the Chinese and steam laundries. At any rate, the chief complaint was that no laundry could put those pleats back once they had been mussed. Perhaps the fear was father to the thought, but it sufficed to put last year's most novel creation on the blink.

I was led to make this observation by finding some advertising literature for a steam laundry on the counter of a men's wear store recently. It is difficult to conceive a more curious combination—a haberdasher and a laundry. They are co-operating one with another, to their mutual advantage.

Hand in Hand.

This is how the scheme works. When the myriad pleated shirt came into fashion, this merchant was repeatedly funked by customers telling him it was impossible to get such things laundered. So he went and sought a laundry which guaranteed to turn out these shirts as good as new. An agreement was struck, under which the haberdasher, when told that laundries were incompetent, was to produce a dodger, and say, "This laundry guarantees to do your work perfectly." In return, the laundry supplied the haberdasher with plenty of dodgers, at the foot of which appeared a small ad. for himself.

The myriad pleated shirt is dead, but laundry and dealer still co-operate.

Hat and Fur Theory.

In a former issue I drew attention to the way in which furs and men's hats had gone hand in hand, both in the wholesale and retail trades. It was suggested that a probable reason for this was that furs provided business for the Fall and Winter months, while the hats filled in nicely for Summer. Mr. William Robertson, the well-known Montreal fur and hat dealer, has provided me with another theory, which sounds more feasible. He points out that in the pre-street car days, there was a very heavy demand for fur caps, and still is in country districts. With the advent of comfortable street cars, the demand fell off to a very small proportion of what it was thirty years ago, when it was not unusual for a fur dealer to carry a stock of several hundred caps, made from seal, Persian lamb, mink, otter, and beaver. With the decline in this business, dealers gradually worked into the felt hat trade.

During the Summer months I was spending a holiday on the Gaspe Coast, and took the opportunity to call on several men's wear stores. While enjoying a pleasant chat in the office of a certain dealer, a young man entered, and complained about the bill he had received for a suit, which had been bought on the special order system. He had been billed $24 for the suit, and declared it robbery. The dealer remonstrated with him, stating that the figure was a reasonable one for such splendid material and so excellent a fit. The young man replied that he did not see what the dealer had done that he should make a profit of six dollars on the deal.

My friend was rather taken back to find his customer conversant with the inside details of his business, until the youth explained that the manufacturers had enclosed a bill with suit for eighteen dollars!

His Sister's Shirt.

What are chances like for the sports shirt next year? Manufacturers apparently think it will be strong, for they are putting it on the market in larger quantites. On all hands one heard remarks about its comfortableness. From personal experience I found it the most common sense shirt I ever had on—for outing.

But all the common sense and comfort of the sports shirt did not suffice to take me to the office in one. Occasionally I saw a man walking the streets in this attire, but it seemed absolutely out of place. However, I know lots of men who expressed a longing to wear them all the time in Summer.

The "Montreal Daily Mail" did its "bit" to ridicule the sports shirt on the street by introducing a cartoon of an effeminate person thus attired in their "To-day's Hero" series.

I heard an amusing story of two men walking up a quiet street at twilight one day, when they were met by a youth attired like "To-day's Hero." As he passed, the stillness was broken by one of the men saying, in very audible tones, "I'll bet you a dollar it's his sister's shirt."

The newspapers appear to have gone out of their way to make this Summer line look foolish. The French-Canadian press, I am told, called it the "fifi" shirt, which is their term for "half and half." So successful were they in giving the impression that only Sissies were wearing it, the demand fell off enormously, and many retailers have to thank their local newspapers for having stocks left on their shelves. However, more harm was done to this business by men who insisted on wearing it on the streets with a low neck. Yet, in spite of all this, I expect to see the sports shirt come back next year stronger than ever.

SUITS & OVERCOATS

BY the time this issue of the Men's Wear Review gets to the trade, those of you who are interested in the clothing end of the men's wear business will have most of your samples of suits and overcoats bought and in your windows. The only variation to this general state of affairs may be that dress suits and dress overcoats may not yet be bought or at any rate will not be featured yet. There are still a few more weeks of Summer to run and it is not until the end of October that the season opens definitely for evening engagements, theatres, receptions, dances and the like, when evening dress wear is a necessity. Nevertheless the manufacturers have now definitely decided on their designs in evening dress both in suits and overcoats and we propose to go into general lines although of course, just as for a lounge suit or an ordinary street overcoat, each manufacturer has individualistic touches of his own which distinguish his own product.

The whole idea, it may as well be said right away, in evening dress for this year is to make it snug. This it will be seen, follows out the lines upon which ordinary suits are laid down for this coming season. The British idea has now got firmly entrenched in America and in Canada, and the snugger, the more tightly, the more closely a man's suit fits to his figure the more fashionably and the modishly dressed he is supposed to be.

For several seasons now we have had the waisted effect in dress suit and for dress wear but this has been carried to an extreme this year, so far as the products of the very high-class manufacturers are concerned. For the man who wishes to be dressed in the very height of fashion the dress suit will have a pinched-in waist, a rather high waist, and the shoulders will be more tight, in fact a good deal tighter than ever before. We saw one of these models the other day and it looked mighty effective for a certain kind of man, i.e., the man who is slim and tall. It wouldn't, however, be any use for the average man, the man of average height and build, because it would probably pinch him up too much. Nevertheless even the most conservative dress suits for this winter show radical changes in the way of snugness and tightly fitting tendency. On this page we reproduce an example which is the work of a Canadian manufacturer. It will be seen that though the waist is not supertight it is yet nevertheless more tight than we have known it before. The pants too are not quite medium; if anything they are on the narrow and tight side.

An attractive model in a full dress suit shown by Cook Bros. and Allen of Toronto.

As to details.

Now as to detail. While the majority of dress coats will not have the outside breast pocket on the left hand side of the coat yet those who would be dressed in the very height of fashion will wear this pocket. It is cut diagonally and is worn remarkably high, right on the chest. The average run of dress suits, so far as we can tell at this writing, will not have braid. This again will be a mark of the modishly dressed man. The younger set who are anxious to have little ear-marks of their go-aheadness and ultra stylishness, will wear this braid and a curious thing about it is that it will go all round the collar and all round the lapel, across the breast pockets and down the leg of the pants on the outside. But as we say this braid is not going to be in general use this year and the conservative man or the man who has to make his dress suit do for a couple of seasons—and there are going to be a great many of that class just now—will do well not to have his dress suit made with braid.

There is little new just now as to the shape of the vest. It will be long and for the most part the shape will be a cross between the U and V. The U shape entirely will not be worn and the tendency which was apparent amongst a class of men last year to have a rather sharply cut V shaped vest will also give way to a moderate in-between style of vest. There will be three buttons down each side of the coat having no shape and laying in such a line that they will approximate each with the other in a wide V with the bottom of the coat as the apex. The lapels will be long and will have a soft roll. There will be three little raised buttons on the cuff as well and braid on the cuff too in the very exclusive coat, but not, as we have said before, on

the average coat. It may be well and it may be a succinct way of stating it to say that the whole idea of evening dress this year is to get the long, slim indolently graceful appearance rather than the sharp and boldly cut. Thus, in addition to the tight waist it has the long, rolling lapel.

No Shawl Collar.

With regard to the Tuxedo there is nothing very new from the models which were seen at the end of last season. The old shawl collar is not seen at all now for smartly dressed men. The lapel has a soft roll and is fastened by a link button at the bottom. The one fastening will be the most fashionable in the Tuxedo coat for the man who would be *de rigueur*.

Now, as to the overcoat to be worn with the dress suit. We think the most popular of all will be an intensely loose coat. We reproduce an example of this on this page which shows exceptional room in the armpit and in the skirt of the coat. This, of course, not only looks well but is exceedingly useful as the average man does not want to get his evening dress suit crushed by a very tightly fitting overcoat. There are medium overcoats and even one or two tightly fitting but for the man who can afford an overcoat specially for evening dress we recommend the loosely fitting one. Certainly ninety per cent. of the men requiring an evening dress overcoat will wear this one.

The Double-Breasted Model.

With regard to ordinary suits, we some time ago pointed out that a double-breasted suit was gaining considerable vogue in Canada. We showed in two or three of our issues during the Summer that this suit was much worn by the well-dressed man in our big cities and now that for Fall and Winter we have in the fashion plates of various manufacturers, we see that all show one or two models of the double-breasted suit. In consultation with some of the manufacturers we are told that there have been more men wearing this class of suit for the last six months than during any time for 5 years in Canada. We do not think this is stretching a point at all. You have only to look round the streets of the cities to see that a number of very well dressed men are inclining to this cut and style of coat. With regard to it the coat should be a two-buttoned coat and the lapel may be worn buttoned at either the first or second button, in which latter case the lapel is rolled down soft until it reaches the bottom of the coat and buttons at this bottom button. The lapel is essentially wider in a double-breasted suit than in a single-breasted suit and therefore what we had to say last month with regard to the narrower and somewhat shorter lapel does not apply to the double-breasted suit.

A new dress overcoat for Fall. Shown by Wm. Leishman. Note the vertical slash pockets and the velvet collar and cuffs.

Fairly High Vest.

Waistcoats for the double-breasted suits, by the by, should be fairly high. This again is a little different from what we shall see in ordinary sack suits but the reason is that with the double-breasted suits the lapels wrap over so much that not much of the shirt is seen. To get a neat and natty appearance of collar and tie it is just as well to have the vest cut fairly high. Most of the models we have seen this year show this. By and by some of these dress suits are made with three buttons and the lapels are softly rolled until they meet at the second button but we think that the main body of men wearing this class of suit will button it at the bottom button of a two-buttoned coat. The outside breast pocket is an essential of the double-breasted coat.

There is a tendency everywhere apparent to swing back to the old three or even four-buttoned sack coat. It will be remembered that about three months ago we pointed this out in Men's Wear Review and we said that while we did not think this tendency would be very pronounced for Fall and Winter when next Spring came along we should see a great many men wearing suits with three or four buttons and shorter much higher lapel. This is very evident at this present, according to the fashion plates and books of samples which manufacturers are now putting out. In this connection we do not wish to say for a single minute that the majority of young men this season are buying suits with three or four buttons; they are not; but there is a marked tendency thus-wards. The average young man has got a two-buttoned sack suit this fall for the Winter but there are a number of men who incline towards a little more conservative cut and they are ordering three or four button suits. We think that next Spring a great number of men will swing round to this preference and we wish to point out to the readers of Men's Wear Review that we forecast this development in the trade about six months ago from now.

Dark Grey Popular.

It is everywhere apparent that one of the chief colors in suits for Fall wear and indeed, too, for overcoats is a dark grey. This is not surprising, inasmuch as grey is a mourning color, or at any rate a semi-mourning color and probably for that reason a great many people will want to wear this color in suits. The whole range of shade for suit wear for Fall and Winter is on the dark side and several blacks and black mixtures and dark greys and a few blues are shown. The dearth of serges has put these up considerably in price and we do not think there will be as many made and sold this season as heretofore.

COLLARS & SHIRTS

A LARGE Canadian manufacturer states that in their line of soft cuff shirts for Spring, they are not featuring soft collars; in other words, whereas they used to put a collar in with each shirt, they are now making many shirts without the collar. Of course, this was the case last year to a lesser degree, but this year the balance is in favor of the shirt without the collar.

Collars on Shirt.

This manufacturer explains that many people who buy shirts with soft cuffs, do not wear a soft collar; nevertheless, they are compelled to take it, willy-nilly. It means a waste to them of 25 to 50 cents, this being the extra price they have paid for the collar. It also means an extra cost to the retailer of $2.00 a dozen, or more.

Again, the collar is made of the same material as the shirt. Some men would prefer to wear a white soft collar. Under the new arrangement he can buy any collar he pleases; and it means extra business both for the manufacturer and the merchant.

Ten or fifteen years ago, it used to be the custom to give away three stiff collars with each shirt, and much difficulty was experienced, naturally, by manufacturers, in providing collars which suited everybody. The thing was next to impossible. And it often happened that a customer refused to buy a shirt unless the collars suited him. This created trouble all round and gradually it was decided good policy to sell shirts and collars separately. The change has been good, both for manufacturers and merchant. Somewhat the same thing is happening to-day with regard to soft collars, although the difficulty was not so great as with laundered collars, there being fewer shapes to cause dissatisfaction.

The manufacturers who have taken the above step told a representative of this paper that they had recently been passed up by a merchant on a large order, because the style of collar supplied with their shirts was not what the merchant wanted. Had there been no collars supplied with this particular shirt, they felt sure the order would have come to them.

Other Manufacturers Too.

The reader will note that this is simply the practice being followed by one manufacturer, but as he is one of the largest, the fact is very significant. Other manufacturers may have decided it the best policy to continue supplying soft collars with most of their soft cuff shirts.

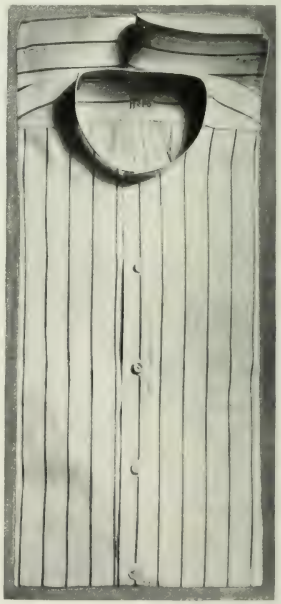
The supply of soft cuffs being put on the market for next spring seems to be as large as ever, and the demand for 1916 may be a record one. It is interesting to note, however, that some of the best Montreal haberdashers have noticed an earlier tendency in favor of stiff cuffs for Fall, and a bigger demand for the latter than in previous years at this time. This may not be true, however, of the average store in smaller centres.

Much of the new spring stuff is now on the road. Travellers for one firm have been showing their range for close on a month, whereas at date of writing, another large maker of shirts had not even its swatches ready for inspection. However, by the time this issue reaches the trade, all Spring stuff will be on the road.

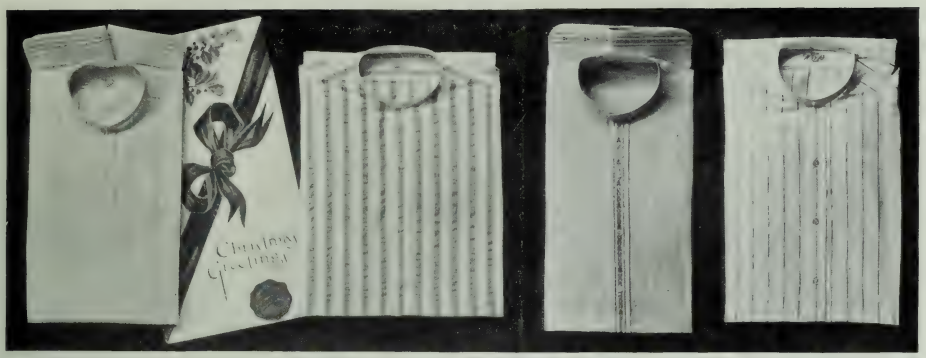
Black and White Ideas.

A manufacturer who was out early with his Spring line, reports big success with black and white ideas. His Spring placing for sports shirts was also very good. A good many merchants, he states, were caught napping last year on this line, and could not get the stuff when required. He is now placing orders ahead.

The above maker is putting on the market what they call a "double-service" shirt, which is a shirt and underwear combination. It differs from garments shown before, in that, according to the manufacturer, in the case of all other garments, it was necessary to undress, or to take off the trousers, in order to remove the shirt. This new combination is meeting with approval by golf enthusiasts and other sportsmen. The makers claim that it is the ideal sporting shirt.



A new Spring line being put on the market under the name of "Hero." Shown by Alphonse Racine, of Montreal.



The two shirts to the left, and the box, are Christmas offerings from John Forsyth Company, of Berlin, Ont. They are individual shirts, each having its own Christmas box. Both feature stripes, in fairly bright colors. The two shirts to the right are shown by Williams, Green and Rome, of Berlin; they are Christmas offerings, high-class material featuring stripes, one having stiff and one double cuffs.

Buy Flannels Now.

With regard to flannel shirts; if any retailer is able to buy at last year's prices, he should do so at once, as manufacturers claim that to buy flannel to-day, it would be necessary to advance prices from 35 to 50 per cent. over those of a year ago.

In white shirts, light weight Oxford, and fancy Madras stripes are good sellers. As for dress shirts, it is hard to say yet what will meet favor. Pique fronts will be very fashionable, it is believed, while sales of mushroom pleats are holding up well, both here and in the States.

COLLAR NOTES

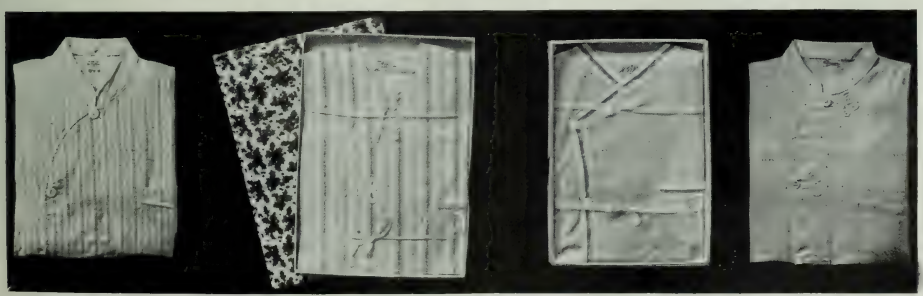
A new collar is now in the hands of retailers, of a very striking design—a distinct departure from anything shown heretofore. There is some doubt whether the public will take to this new collar; however, so successfully has their curiosity been whetted, and so desirous are some men to wear the very latest thing, orders placed ahead with the retailer, as well as with the manufacturer, are larger than ever before.

This scheme of letting the public know that a new collar is coming, has been helped out by the use of pictures depicting a well dressed young man, minus a collar. These are shown to customers by merchants to arouse curiosity. It is not an attractive collar to look at by itself, but improves much with the addition of a tie, which seems to come straight out from the neck.

Attention of manufacturers was turned towards lighter weight collars rather late in the Summer, which are now on the market in the ordinary cutaway style, with round corners, two inches high, and the same height in a square corner design. Another manufacturer has put out a light weight long point collar, a picture of which was given in our last issue.

Makers are quite enthusiastic about this light weight stuff, and expect it to go well. The idea was that it would be bought for the Spring, but it caught on earlier, and dealers are ordering for immediate shipment. There are many men who do not like the heavy four-ply very stiffly starched collars that are on the market, even in cool weather. A light weight collar such as the above, gives with the neck, and does not hold it like a vise. The makers claim it will wear like a 4-ply collar. Laundries cannot pull the tie space out of the collar as they can with a 4-ply collar; and it does not bind the scarf so tightly.

A new long point soft collar was put on the market two weeks ago for dealers who have a demand all the year round. It is made of a very light texture Madras, a very close fit, is of very light weight, and has a neat, almost invisible, stripe.



From left to right: No. 1 is a flannelette pyjama made by Cluett, Peabody & Co. in white and stripes; No. 2 is an attractively boxed pyjama, for Christmas trade, shown by Tooke Bros.; No. 3, a high-grade product of the Williams, Greene & Rome Company, boxed individually; No. 4, a serviceable and high-class line shown by Deacon Shirt Co.

Odd Twists and Fancies in Men's Fashions

A NEW FULL DRESS reefer from over the line is already a popular seller for Fall. It indicates that the neckwear manufacturers are breaking into the muffler business with cut silks. This particular reefer is black on one side and

A new collar button shown by Park Bros. & Rogers, which collapses and keeps the back of the collar smooth and level.

white on the other, so that the wearer may have either the white or black side show as preferred.

* * *

A GIRL'S HEAD SEEMS to be a popular design for Christmas boxes this year. Suspender companies, and tie concerns, are using it a great deal. One of the nattiest

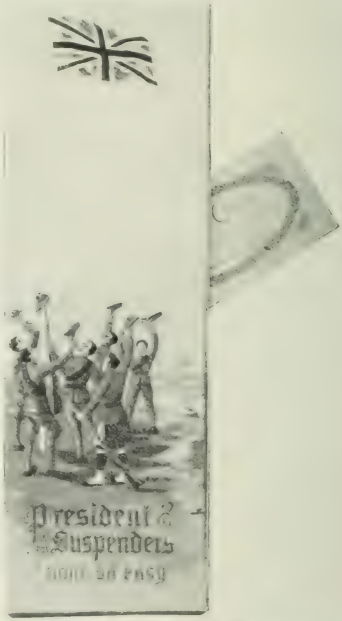
designs we have seen is shown herewith, wherein the Monarch Suspender Company utilize this idea.

AN AMERICAN CONCERN has brought out a monogram belt chain. The monogram or initial is made up in 14K gold, gold-plated, sterling silver or in silver plated which fits over any one-inch belt. To the monogram or initial is attached a chain which enters the hip pocket and to which is attached a watch, keys or knife. A short chain is provided when desired for use when a watch is carried under the belt.

ONE SUSPENDER COMPANY has an attractive way of displaying a product. A facsimile leg is shown, partially covered by stocking material, to which is attached a suspender. This line is celluloid and is mighty comfortable to wear.

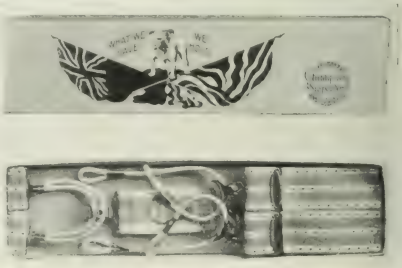
* * *

ONE OF THE MOST ATTRACTIVE examples of Christmas offerings is that illustrated here by a suspender com-



Shown by Dominion Suspender Company.

pany. It contains a card for the address of addressee and so forth, and is a military idea in colors.



Combining Christmas and the war spirit, King Suspender Company produce an effective box for their product.

BOYS' DEPARTMENT

FOR Fall and Winter the chief thing to be said about the styles in little men's clothes is that the military influence is very apparent. This is reflected in divers models which actually duplicate the regular service uniform and which the boys themselves seem to be very fond of wearing. They have the regular button and straps and all the attachments and appurtenances of grown up soldiers' uniforms, and retailers and manufacturers alike report very good business in these lines.

There are several new models in semi-military and near-military goods for boys for Fall wear, in both suits and overcoats. In overcoats the tendency is to make them as much as possible replicas of an adult overcoat and in this connection boys' stuff for Fall is being made wide and loose following the loose overcoat which is the popular thing for men. Overcoats will hang in shapely lines and have skirts to them even for the smallest boys. Little details such as cuffs on coats and the regulation of the size of the lapel and that sort of thing are all having a good deal of attention just as if the stuff were made for adults.

In the suits the Norfolk style still seems to be the big thing but there is a difference now. Most of the suits now made are not Norfolk as much as semi-Norfolk. That is to say the Norfolk feature of the belt and straps are not followed down the front but the front is plain, like an ordinary reefer; the back, however, has the pleat at least part of the way down, like the Norfolk. Many of the coats to these little suits are now made form-fitting; they have a pronounced waist and the lapels are rolled softly rather than being creased and sharp.

In the case of those coats which we have just mentioned, which while appearing to resemble Norfolk as far as the back is concerned are yet plain in the front, patch pockets are the main item.

So far as cloths are concerned there will not be so many blue serge suits sold for boys this Fall as before. The dearth of serges makes this impossible to the same extent and far more tweeds will be sold then ever. In this connection we have seen some very smart tweeds chiefly in the Harris variety in which browns or greens or browns or green mixed were the predominating note.

To revert to the military influence in boys' stuff, we would mention that we have seen some very natty clothing put out by one manufacturer which, for attention to detail and quality, is certainly a winner. This has buttons which are real bullion plated, special piping and all the thousand and one little details that go to show excellence and worth in workmanship which are the features usually of men's stuff. It is indeed astonishing, the amount of care and attention which is given now to boy's stuff.

A School Opening window in Goodwins Limited store, Montreal.

NECKWEAR

AS in other departments of this issue of Men's Wear Review, we are devoting this one to neckwear relative to the Christmas trade and we show illustration of samples submitted by various manufacturers all over the Dominion. It has to be borne in mind, of course, that usually Christmas and holiday stuff is along little different lines to that which is sold for ordinary wear and therefore this Christmas material must not be said to be a style indication for Fall and Winter. With that reservation, we point out that the main thing, so far as design is concerned, in this neckwear for Christmas is that stripes are almost eliminated. One or two manufacturers are apparently making attempts to sell these for Christmas gifts and strangely enough we hear from them that they have had very good results. On the other hand, as most of the samples which we photograph will show, the allover pattern, the scroll, the floral, the tapestry are all designs which are more popular—if it goes by majority.

A beautiful box, with a "human note" inscribed on the lid is a feature of A. T. Reid's Christmas lines. A scroll in black and white and a choice flower design are shown.

Sterling Neckwear, of Toronto, have a nice thing in Christmas ties, a holly design in dark green and purple silk.

As to Colors

So far as colors are concerned almost any colors are being scheduled for Christmas gifts. We show some here which are in brilliant red, dark green, purple, brown, mauve and a royal blue. In fact almost any color, so long as it is sufficiently bright will have vogue for Xmas gifts. Judging from the word we have received from manufacturers, the coloring will be fairly bright.

So far as material is concerned, silks in almost every shade are used. Some satin borders will be shown and some all-satin effects as well. But the heavy silk either brightly or softly colored will be the big thing. For Christmas itself there seems little chance that stripes or coin spots will have much vogue, although for ordinary Fall and Winter wear they may have some selling.

There is one other thing worth noticing with regard to holiday neckwear; this is that blacks and white are not popular. Colors have exceeded black and white in popular favor so far as Christmas gifts are concerned, that is if the manufacturers have guessed right. We do show one or two stripes and one allover pattern and a scroll in black and white, but in the case of the latter there would be a distinct tendency to call the color grey and in the case of stripes loneliness marks the path they are treading so far for Xmas.

Note that for Christmas selling the heavy or wide stripe is not a popular design. The only thing in which a stripe or a line is really going to be popular is in a narrow line on a heavy background. That is to say, to put it another way, instead of the design being of the bar kind, perhaps an inch or so wide, it will be of the narrower line or stripe kind when stripes are sold at all.

Attractive Boxes

Something should be said about the excellent way in which the manufacturers of neckwear in the Dominion have gone ahead and even at this early date are ready, as witness in these pages the boxes in which the neckwear will be sold. It will be remembered that last Christ-

mas there were some very attractive boxes of neckwear gotten out, but we seem to have exceeded last Christmas in the enterprise shown by manufacturers. In particular we would point out one concern that uses a perfectly white glazed box. In gold lettering is an apposite and apt verse, which is in the nature of a message from the sender of the neckwear to the recipient. The essential factor about this box is its neatness and we commend it to the trade. There are some very nice things shown in allover boxes, of holly and mistletoe designs, besides some very bright things in pictures of girls' heads and full forms and some designs which depend upon stripes and strip effects (box) for their effectiveness.

There is not at this writing anything very new with regard to Autumn neckwear beyond what we dealt with fully last month. The trade has had our views, backed up by manufacturers on neckwear as on other lines for Fall selling and there is little to add. There is one thing, however, and that is that batwings are not to be popular for Fall and Winter. This is usually the case, they are more or less a Summer tie. Both regimental and black and white stripe show some falling off, even for Autumn, although they will still be worn. Another important thing is that black is giving way for Autumn and Winter to rich and heavy coloring.

Tooke Bros., of Montreal, show a stripe and a floral design for Christmas selling. Note the samples of Christmas boxes.

Eastern View of It.

Montreal.—What was said about sombre or shadow silks being a likely seller for the coming Fall is true, judging from the way placing orders are being received for this line. A local maker has so much faith in ombre silk, he has ordered 3,000 more yards, which are now on the way.

One hears from retailers that black and white is almost done. This is certainly true as far as heavy stripes, which were so popular this Summer, are concerned. Nevertheless, manufacturers insist that black and white, in some form or other, is going to be stronger this Fall than last. In many cases the idea has reversed; whereas it used to be black stripes on a white ground, public favor has now turned towards white stripes on a heavy black ground. We have seen a very thin white stripe on a black ground, with an allover pattern.

Makers are finding a good demand for fairly neat lines. Anything in quiet neat stripes, or small neat figures, will sell well. Among the new lines not yet made up, but the silk in manufacturer's hands, is a satin with a warp stripe, and large colored coin spots, mostly on a black ground. In these is included a black and white. Paisley stripes seem to be having quite a demand.

One of the Oriental designs in silk that will be strong for Fall. Shown by Niagara Neckwear Company.

The sports tie, which came out rather late this Summer—in July—has been a good seller, despite the fact that the trade should have had it a little earlier in order to catch the hot weather trade. It is not a street or a church tie, just as the sports shirt is not meant for the street, and as long as it is kept to its own field, the demand should remain good for some time to come. It will be repeated next year with a silk ring, and it will rest with the consumer whether the ring is used or not.

Wm. Milne, of Toronto, shows high-class silks, suitably boxed for Christmas presents. A stripe and a scroll design.

HATS and CAPS

THE outstanding thing in the situation in hats for Fall and Winter is that the stiff hat is appreciably regaining popularity. We have pointed out from time to time in Men's Wear Review, during the last year, that the pendulum was bound to swing the other way. Soft hats have reigned supreme for four or five years, and stiff hats, although pushed and advertised, and although styles were changed often and the goods were up to the minute, did not have the attention which soft styles have had. Nevertheless, from month to month during the last three or four it has been quite apparent that the businessman and the smartly dressed man is keener on having a stiff hat this year than for several years. Manufacturers report that their travellers are taking more and more orders for stiff hats, although at the same time there is not a very heavy falling off in the orders coming in for soft styles.

We reproduce on this page one leader in stiff hat shapes which is natty and essentially smart. Note that the brim is well curled and that the crown is fairly high and distinctly long. This is essentially a new hat, and the manufacturers tell us that orders are coming in in great style. Some London hats we saw the other day are very different from this. They have almost a square finish to the crown and the brim, while curled and of the pencil variety, is not so modish or as pronounced as the American hat which we have just discussed and which is photographed in these columns. Nevertheless these London styles will have some business in this country, and orders are now coming in in fairly large quantities.

There will be no three-quarters and very few back bows on stiff hats this season. The average band is fairly narrow, and the bow will be well at the side, and is of a quiet, orderly shape. There have been some freak bows, but manufacturers report that there is not any considerable demand for these.

Conservatism in Styles

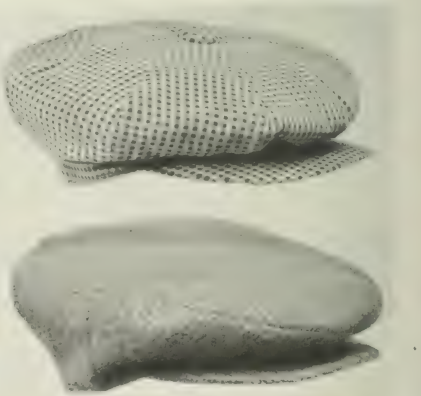
With regard to the soft hat situation, it may be said right at once that the outstanding note is conservatism in the style. Some soft hats are selling very well in both roll and flat brim shapes, although the roll predominates, and the crown is creased in the Homburg and Alpine style. Bands will be highly contrasted or harmonized according to the wearers' taste. The general opinion seems to be so far, from travellers, that the trimming and band which harmonizes with the shade of the hat will be the more popular. Grey is undoubtedly the big shade this season. I saw an exquisite color the other day which was a sort of grey, but which leaned a little to a very faint purple or puce. This is essentially a new shade and already a great many men around town are wearing this particular hat. Blues are absolutely dead. They had a fairly good run last season, but they were never good enough, that is, they were not modish enough, for smart men really to take up, and their death knell has been rung and they are not to be resurrected.

Three soft hats and one Derby shown by Anderson, Macbeth, of Toronto. They are for Fall wear and are a selection of greens and greys in soft, and, of course, black in felt.

As to Caps

Now with regard to caps. It is interesting that just as the British trend has become very marked in clothes and in almost every accessory of clothes the same thing has happened with regard to caps. On this page we reproduce a cap in Harris tweed which is a brown mixture. You will note that this cap is especially big, has no button in the middle, and has a rather close and somewhat short peak. It is absolutely British. We understand that orders are coming in in big numbers for this particular style and it just shows which way the wind is blowing.

We also show on this page a distinct novelty in a velvet material cap. We imagine this may be popular with



The Cooper Cap Company, of Toronto, show attractive Fall stuff. The upper is a velvet check, which will attract the man who wants something unusual. The lower is a smart and good tweed cap, a l'Anglais.

ONE OF OUR NEW CRAVATS FOR THE AUTUMN AND HOLIDAYS, SELECTED OUT OF HUNDREDS OF RANGES, WHICH INCLUDED DESIGNS FOR WINDOW DISPLAYERS, TOGETHER WITH OUR STAPLE AND REFINED PATTERNS IN THE BEST QUALITIES PROCURABLE.

MADE AND FINISHED IN A MANNER FOR WHICH WE HAVE BEEN FAMOUS FOR MANY YEARS.

WE SOLICIT AN INSPECTION OF OUR OFFERINGS FROM OLD AND NEW FRIENDS.

Niagara Neckwear Co.
Limited

NIAGARA FALLS ∴ CANADA

MERCHANT TAILORING TO SPECIAL ORDER

(Continued From page 30.)

tailoring as well I had my come back. So the man who came in then and said 'Walker, I want a suit,' I could show ready-to-wear stuff. Possibly he did not like that and would say so. 'No,' he would say, 'I want something made to my measure.' Then I could introduce the special order tailoring. I gradually worked round to his point of view.

Wrong Method and Right.

It would not have done to say to a gentleman of this class, 'Well, here you are, special order tailoring is the thing; it is not quite the same as measured tailoring but it is pretty nearly!' That was not the way to handle him, the way to do was to have him measured and tell him he could come in a week for a see-on or a try-on. When he came in a week's time I would have the suit there, and some stitching would still be in it, so that he would probably be under the impression that we still had some work to do on it, as of course we had. To all intents and purposes that suit was specially made for him. What actually happened was that I took the order and the suit was made by a big manufacturing company which turned out first-class style, and first-class goods at a moderate price. The man got a cheaper suit than he could have done if I had tailored it in the way of the ordinary merchant, and I, on the other hand, got a better profit from special order tailoring than I would have done from merchant tailoring.

Circularizing Extensively

It may be of interest to know how I develop my special order department, and have developed it from the very first. I believe in circularizing and I send out booklets which show the new styles and new models for the line of clothing which I carry in my special order department. I send out about 3,000 of these booklets to clients and would-be clients, and I show them the style of thing they can get and the price they can get and also my booklet is so worded as to point out that this is tailoring and is not ready-to-wear in the ordinary sense of the word.

There are undoubtedly scruples to be got over. Some men think that anything else but absolute merchant tailoring is undesirable. They think that anything else is necessarily semi-ready. It is not. While there is a trend towards ready-made tailoring there is even a more distinct trend to special order tailoring as this combines semi-ready with merchants tailoring and gets the middle man, the man who wants both to see the style and the goods and yet have made to measure right in the right place.

Mr. Hawley Walker proposes to have the new furnishings, which he is introducing, at the front of his store. On both sides he will retain the show cases for the semi-ready stuff and, by the by, these cases are on the sectional book-case system. Right at the back of the store will be his department for special order tailoring and the whole will be finished off by lounge seats and up-to-date shelving, mirrors and the like.

Mr. Hawley will, in the new furnishings department handle a full line of furnishings and thus his store will now be a complete market-place for his customers, who can get anything there from socks to suits. The whole of the fittings are of Circassian walnut and beautifully finished off; there is not a more up-to-date store in Toronto now that the improvements are made.

USING "MOVIES" FOR SCHOOL CLOTHING.

Some retailers are preparing to make use of moving picture theatres in connection with advertising school clothing.

WITH OUR ADVERTISERS

From Information Supplied by Sellers. But for Which the Editors of The Review Do Not Necessarily Hold Themselves Responsible

Included in the list of important developments of interest recently in Montreal glove and leather trade circles may be noted the incorporation of the Galibert Glove Works, Limited, with an authorized and paid up capital of $90,000. The new corporation succeeds to the old and honored business conducted formerly by F. Galibert, Limited, and which dates back some twenty-five years. As a result of bad times the company was placed in liquidation. Strong interests, headed by Mr. Paul Galibert, the prominent leather merchant of this city, a director of the National Brick Company, Limited, and identified with numerous other important local enterprises, reorganized the business and formed the new company, as above mentioned. Mr. F. Galibert, the active head of the old company, still remains at the helm, and under its new form and strong management it is confidently expected by the trade that the new company will regain all the lost ground and continue to add to its business as time goes on and general conditions improve. It is learned that the outlook is encouraging, and this is true of other lines of trade as well.

Niagara Neckwear Co.

"We have reorganized our neckwear department," writes the Niagara Neckwear Company, "and we expect to get back into the Canadian trade again shortly. Of course we have done a large business in export to South America, New Zealand and Australia; indeed our business in South American cities has been so good that we have ousted out, to a great extent, European and American-made neckwear."

ROMANCE OF WALKING STICKS.

The general use of canes or walking sticks was at one time forbidden in Rome by Imperial edict, except to persons of patrician rank, thus making it a privilege which came to be popular among the nobility, and eventually a distinction. The women of that time carried them also, their richly and artistically decorated canes serving as a rod for the punishment of their slaves.

The cane appeared in England as the badge of aristocracy in about the fifth century, but after serving this purpose for some time came into the hands of the humbler and was dropped by those of higher social standing. It was re-established in its true form by the pilgrims and soldiers returning from the Holy Land during the Crusades, and soon came into popularity again. with a revival of the cane among the gentry came a period of decoration, and canes of exquisite design and of great value resulted.

DOWN THE BACK

Next winter hubby will be called on to button them down the back. The Fashion Art League of America, in session for the purpose of passing upon the approved "made in America" styles for feminine wear, issued the edict to-day and every husband shuddered. Thirty-eight buttons will be accepted as the proper thing.

Now the thing to do is for men to wear clothes that also button down the back. Let's make a bargain. The hubby fastens the 38 if the wife returns the compliment.

SOFT HATS in ALL COLORS

No. 2424

No. 654

Two Fast Sellers

The two styles shown above will have the call on popularity this Fall. They are completely made in Canada too, a strong selling point that will put the "long green" on the right side of the counter.

Mail us your order for one or both of these numbers to-day, giving color, bow and sizes required. It will have immediate attention.

Don't forget that our Trinity of Success is

1st—Good Goods;

2nd—Good Service; and

3rd—Satisfaction, or money back.

The Wolthausen Hat Corporation

BROCKVILLE, CANADA

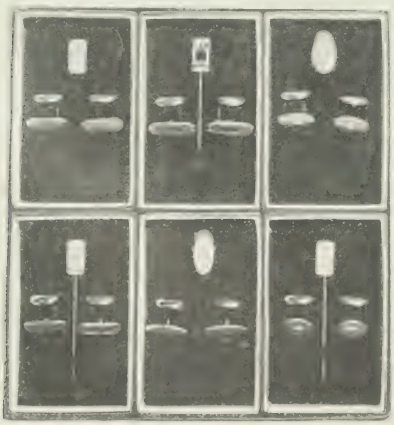
MONTREAL - - 149 NOTRE DAME STREET WEST
TORONTO - - - 28 WELLINGTON STREET WEST

ACCESSORIES

MERCHANTS in every branch of the retail trade have found business falling off in their staple lines. Those who have enjoyed a turnover equal to that of the previous year, or have shown an increase, are those who have been sufficiently enterprising to introduce new lines to take the place of those which have shown signs of falling off.

Haberdashers have an opportunity of helping their year out by pushing jewelry for the Fall, and making preparations for catching as much of this business as possible for Christmas. It has been customary for those making gifts of jewelry at Christmas, or at any other time, to have the article enclosed in a case bearing the name of a well-known jeweler. The value of the gift is enhanced considerably when it bears the name of firms like Birks, Mappin & Webb, or Ryrie Bros.

The public appreciate, however, that to have names like these on their gifts, it is necessary for them to hand over more dollars and cents than the gift is actually worth. That stands to reason, considering the high rents paid by firms such as the above on the busiest thoroughfares in Canada. Consequently, there has been a disposition since the war began, to sacrifice the name of the jeweler, and to make purchases at less pretentious establishments. This fact has made the selling of jewelry in the haberdashery store an easier matter. The wise dealer



Combination sets of jewelry suitable for Christmas trade shown by Pearson Bros., Montreal.

will make use of arguments such as these when approaching his customers.

Specials for Men's Wear Stores.

Manufacturers are putting on the market a number of new designs specially adapted to the men's wear store, in neat boxes containing combination sets of links, with tie-pin or tie-clip as desired. These being mounted on plush in nice black boxes, make selling easy, and enable the dealer to display them in the window to advantage, which is one of the secrets of success in this line. They can be shown in the window either in the case, or in a shirt, the cuffs of which are held up to show off the links to advantage. In the necktie, one can either show the stickpin or the tie-clip.

Much of the jewelry being worn to-day is plain, suitable for engraving. In some cases a small stone is being worn. It used to be that the demand was for flashy stuff, but that day seems to have gone. In the line of full dress, manufacturers are turning out plain pearl stuff, such as vest buttons, one-piece pearl links, shirt buttons, and pins. The small single pearl scarf pin will be worn mostly this year, the smaller and neater the design, the better. Men are also wearing for full dress a neat Waldemar chain across the vest, in the lower pockets, but not through the button-hole.

A New Chain.

Talking of Waldemar chains, here is a line which should go strong now that vests are being worn. The demand for fobs has fallen off now that Summer is nearly over, and attention will turn to this new chain, which should make a very suitable line for the haberdasher. Men are wearing a very small pressed link, or a bar with a few links alternating, or the long square imitation platinum bar and square gold-filled link, the latter being to contrast with the platinum.

Something new on the market in this type of chain is a combination suitable for wearing in the ordinary way, as a belt chain in Summer, or a lapel chain. It has a safety clip attached of the Washburne style, which slides along the chain, and allows it to be worn in almost any way desired. These chains can be bought from manufacturers at prices ranging from $9 up to $24. They are worn across the vest from the two top or bottom pockets, but the new American way is to wear the chain with the watch in the lower left-hand pocket, and the weight in the upper pocket on the opposite side.

A New Wrist Watch.

Men's wear dealers are doing considerable business with soldiers these days, and so much is being said about the new illuminated dial wrist watch, which is proving so popular as a gift to military men leaving for the front, it would be well for dealers to have a sample around. Even as an advertisement, this should prove very attractive in the window, as everybody to-day is interested in a watch being used in the trenches. Many dealers are afraid to venture with a line like this, but as a matter of fact, it takes very little capital, and can be bought in as small quantities as required. They come in grades of seven to fifteen jewels, in nickel, gold-filled and sterling cases. Prices to the trade run as low as $5.50 per doz. for the cheaper grades.

The Gillette on the Firing Line

This Fall and Winter friends will be sending packages of warm clothing, eatables, smokes and knicknacks to their boys at the front.

The Gillette will go, too!

The razor that needs no stropping and no honing will be a most welcome accessory to a soldier's equipment—it's always ready with a clean, smooth shave, the greatest of all preservers of an Army's morale.

Soldiers using the **"Gillette"** at the front write that it's the razor most popular with the boys.

Display the Gillette with your warm clothing, your underwear, sweaters, mitts, hosiery and other gift suggestions.

Order a small stock to-day. Retail prices are $5 to $25. Extra blades 50c and $1 the packet.

GILLETTE SAFETY RAZOR COMPANY OF CANADA, LIMITED, MONTREAL

TRADE Gillette MARK

Useful Gifts for Men

to get big business for

Your Xmas Trade

Alphonse Racine, Limited

MONTREAL

have 2 Specialty Departments

for

Men's Fine Furnishings.

Dept. F

Underwear, Fancy Shirts, Working Shirts, Overalls, Smocks, Sweaters, Sweater Coats, Etc., Etc.

Staple Furnishings of every description for Men and Boys

Dept. I

Collars, Ties, Sox, Gloves, Mitts, Suspenders, Umbrellas, Waterproofs, Etc., Etc.

Fancy Furnishings of every description for Men and Boys

Emphasize upon your customers the wisdom of buying useful gifts this Xmas.

"HERO" Shirts, Overalls, Smox, Etc., are manufactured by us.
Quality, Size, Value Guaranteed.

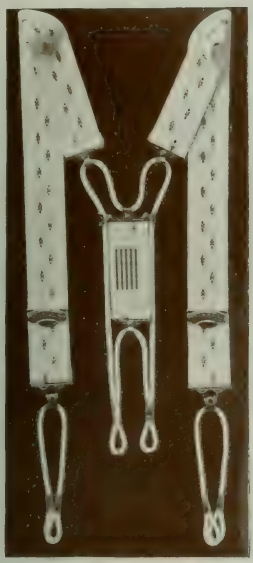
Alphonse Racine, Limited

Dry Goods Jobbers and Manufacturers

60 ST. PAUL ST. WEST. - MONTREAL

Wait for Our Traveller before buying Christmas Lines.

MAIL ORDERS GIVEN SPECIAL ATTENTION.



The nationally advertised President Suspender, "None so Easy." Especial publicity campaign now launched to stimulate Christmas trade.

Only Khaki Suspender made in Canada. Handsome solid brass souvenir buckles bearing the likenesses of Kitchener and French.

An old friend in a new form —The Paris garter for the Christmas trade, now being put up in handsome holly boxes.

Four Christmas lines hard to beat. All made under the grand old flag.

The Ivory Garter. A new specialty which is proving a great seller.

"No Metal to Rust."

Dominion Suspender Company, Limited

NIAGARA FALLS, CANADA

Alexandre Kid Gloves

Each year there is an increasing demand for Kid Gloves for Christmas trade. As Gloves will be very scarce this season, provide for your holiday requirements now. Our stock is complete in all qualities for men, ladies and children.

Men's Suede and Cape to retail at from **$1.00 to $2.00**

Men's Grey Suede, silk lined.

PATRICIA HALF-HOSE

Cashmere Lisle Silk

ALEXANDRE GLOVE COMPANY

46 St. Alexander Street, MONTREAL

TORONTO, 77 York Street QUEBEC, 80 Rue du Pont

Have You seen the Imperial Combination Underwear?

that's made on comfort-first lines

It's no longer a question if combination underwear has come to stay—but to get the most comfortable suit; that's the rub. Our thirty-five years' experience in the manufacture of men's pure wool underwear and our new patented closed crotch combine to make the best and most comfortable combination suits on the market.

Imperial Combination Underwear is made in different grades of wool from the light-weight merinos to heavy elastic-ribbed natural wool in all weights; Scotch wool and Scotch knit.

Write for samples to-day.

Kingston Hosiery Company

KINGSTON, ONTARIO

Special War Prices

We are offering a special war price on **Winter Caps** with fur laps in six-dozen quantities, assorted, patterns from swatches, at **$3.50 per dozen net.**

Also a line at $4.50.

Regular goods all prices. Write to-day for samples of our best sellers.

BOSTON CAP CO.
219 St. Lawrence Blvd.
MONTREAL

Are You Handling or Selling Men's Jewelry?

There's a difference, yes, quite a difference. You can handle any line, but to select a line that will sell is a horse of another color.

Men's wear stores everywhere sell Pearson's Jewelry, tie clips, scarf pins, cuff links, collar buttons, combination sets.

They sell because the styles are good and the values right.

Place your Christmas order now. Write for samples or an early call.

Pearson Bros.
WHOLESALE JEWELERS
31 Notre Dame Street W., MONTREAL

"King George" Suspenders

Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.
BERLIN ONTARIO

"Craftana"

Registered No. 262,0

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP,* it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR,* and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET,* making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

TRADE MARK REG'D

New Era CLOTHING

'TIS THE QUALITY BEHIND THE NAME THAT COUNTS

The Spring of 1916 should see a great revival in the Clothing Trade. Cautious buying during the past few Seasons will necessitate an entire replenishing of stocks both for the Merchant and Consumer.

We are glad to be able to state that, anticipating an increased demand, we have purchased a large assortment of Cloths of the newest patterns, and are showing a variety of styles which will meet the requirements of the Public.

OUR STANDARD IS

Satisfaction-Giving—Popular-Priced Clothing

A New Era
Young Men's Model, Spring, 1916.

We operate three Big Departments—**MEN'S, YOUNG MEN'S and BOYS'**—giving special attention to **Smart Clothes** for YOUNG MEN and the BOYS.

Being large purchasers, we are able to procure our materials at lowest cost, and we are therefore able to give unequalled values to our Customers.

Our Representatives are now on the road, and we feel that it is in your interest to wait until you have thoroughly examined and compared our Lines before placing your orders.

THE FREEDMAN CO.

SOMMER BLDG.

41 Mayor Street MONTREAL

"NEW ERA is our Trade-Mark, but it is the QUALITY behind the name that COUNTS"

ZIMMERKNIT

One Button HATCH Combination

Another claim to supremacy in the making of quick-selling undergarments: Zimmerknit is the only line in which you can obtain the ONE BUTTON COMBINATIONS for Spring and Summer.

This style is winning trade because it is simple and comfortable. Men like it because there is only one button and one buttonhole to keep in order. If they lose the button, a collar button serves the purpose.

You will be carrying this line, of course.

Zimmerman Manufacturing Co., Limited
Hamilton, Ontario

AGENTS—E. H. WALSH & CO., Toronto. W. R. BEGG, Toronto
A. R. MacFARLANE, Vancouver

ONE BUTTON Hatch COMBINATION

Patented June 16, 1914.

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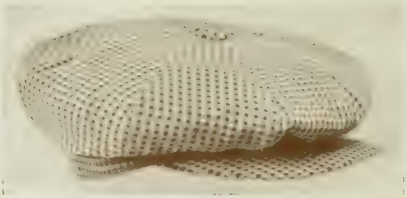


The New Checked Velvet *and* One-Piece Tweed

—two of the big selling lines in the Cooper range this Fall.

The velvet cap in the neat grey checks (here illustrated) has made a hit with the men and boys everywhere. The quality is excellent and the shape is not extreme, and suits nearly every face.

The one-piece cap of Harris Tweed is another live line. It comes in a splendid range of patterns and is made with the one-piece top without button—a style that is growing daily in popularity.

Send your order for a sample dozen of each in the sizes you find the best sellers.

Don't delay your buying. The woollen market is fluctuating continually. BUY NOW and be assured of deliveries.

See our Monarch Suspenders—another splendid seller for Fall—put up in special boxes for the holiday season.

Cooper Cap Company

AND

Monarch Suspender Company

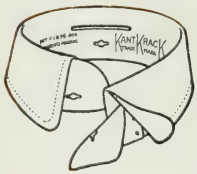
260 Spadina Avenue - - Toronto, Ontario

Our boys are now out- with their Spring range. Wait for them!

DADDY'S "FORSYTH"

WHEN I'M A MAN, I'LL WEAR A FORSYTH IF I CAN

One Grade Only
Sixteen Styles
Two Finishes



THAT'S KANT KRACK TRADE MARK

WITH ITS MANY EXCLUSIVE FEATURES

After all, why carry a stock of waterproof collars larger than is necessary? The difference in cost of various grades to the purchaser is only a few cents either way, and once the best grade is worn, the average man will stick to it regardless of the price, for the satisfaction is there, the service is in it.

The name KANT KRACK represents the coated linen collar that's made in *"One Grade only and that the best."*

It comes in a nice variety of styles—sixteen of them, and in two finishes only, linen and glossy.

This means the smallest possible stock with a full assortment to choose from.

The KANT KRACK features are many, chief among which are: the heavy, riveted and cemented lip, the slit-over back buttonhole, the reinforced buttonholes, the superior quality and finish, etc., etc.

Made in Canada—Sold direct to the Trade.

The Parsons *and* Parsons Canadian Co.

HAMILTON, CANADA

MEN'S WEAR REVIEW

UP AND DOWN BROADWAY

A Review of the New New York Styles

BY THE EDITOR

WHY *YOU* SHOULD SELL BOYS' CLOTHING

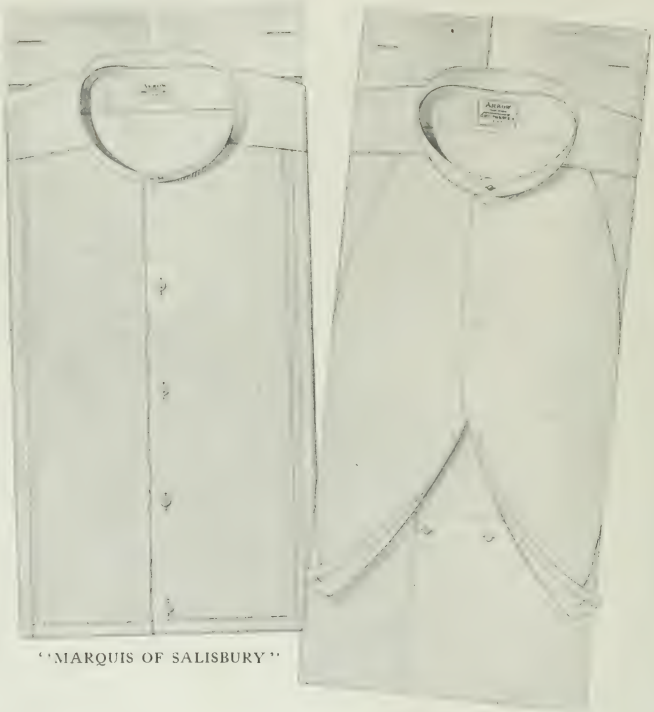
Reasons Outlined Proved Methods Described

"GET YOUR SHAVING TACKLE HERE"

A New Line for Men's Wear Dealers

NOVEMBER, 1915 VOL. V No. 11

THE MACLEAN PUBLISHING COMPANY LIMITED
PUBLICATION OFFICE 143-153 UNIVERSITY AVE.
TORONTO



"MARQUIS OF SALISBURY"

DONCHESTER 1

ARROW
DRESS SHIRTS

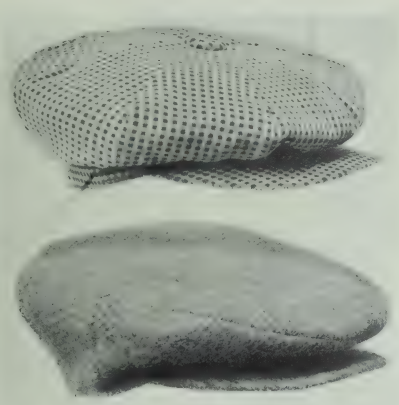
The Marquis of Salisbury is a beautifully tucked bosom dress shirt, and is quite proper for dinner and dances.

The Donchester is a stiff bosom dress shirt. The bosom is attached to the body of the shirt, so that it slides over the trouser band; this keeps it from bulging.

CLUETT, PEABODY & CO., Inc., *Makers*

Office and Salesrooms: Herald Bldg., Craig and St. Alexander Sts., MONTREAL

Make a hit with the cap trade



—the cream of the men's trade of your town by showing a range of Cooper caps and especially the two here illustrated:

The New Checked Velvet
and
The One-piece Tweed

These two caps are already proving to be big sellers. The former comes in neat grey checks in men's and boys' sizes, while the latter is shown in a nice range of patterns in Harris tweeds.

Goods advancing from day to day. It will pay you to order at once.

Send in your order for a sample dozen of each in the sizes you find are best sellers.

Cooper Cap Company

260 SPADINA AVE. TORONTO

All Ready for Christmas Selling

THE NEW MONARCH SUSPENDER

A very fine range of good quality webs, splendid colorings and patterns fitted with fine quality leather ends and nicely mounted Besides the fine range of suspenders we are showing sets of suspenders and garters to match put up in

Beautiful Christmas Boxes

as here shown. These matched sets make excellent and inexpensive Christmas gifts. They show well in your window and show case displays, suggesting the useful gift to Christmas buyers.

Send for a trial shipment and select a few good lines.

Monarch Suspender Company

260 SPADINA AVE. TORONTO

Be the First to Show this Exclusive Window Device in Your City

Nothing like it for Window Attraction

If you could let your Customers see exactly how a certain cloth will make up, wouldn't it help you sell?

Well you can — by installing this Model Suit Maker. It will entirely eliminate you having to drape the cloth over your arm, leg or back. It moves old and odd patterns from your shelves, and is a great attraction in the window.

Fig. 1 shows the "Model Suit Maker" with the cloth in position. You will please note its neatness, compactness and practicability. This illustration is taken direct from the photograph.

The fixture itself is very simple, and like most simple things it is very staunchly constructed. There is no mechanism to get out of order; there is nothing on it to break, and since it will pay for itself within a very short while, you can not fail to see its desirability as an investment and silent salesman advertising medium.

The frame is finished in either mahogany or Early English, just as you wish. The paneling and cutout is made entirely of veneered wood, highly finished, showing its natural grain.

Fig. 2 shows the "Model Suit Maker" when opened and ready to receive the cloth for demonstration, window decoration or private display. As you can plainly see, it is simple in operation and construction and just what you have needed

"THE MODEL SUIT MAKER"

Comes in two sizes: Small size 24 x 43 inches, $15.00 F.O.B. factory. Large size 31½ x 63 inches, $18.00 F.O.B. factory.

Wire Your Order To-day at Our Expense

THE TAYLOR MFG. CO.

HAMILTON, CANADA

Officers' Uniform Trade May Be Yours

Whether it's a uniform, a long or a short great coat, you can supply it on a few days' notice when you have the

Style-Craft
TAILORED CLOTHES

service at your disposal. All you need is our complete measuring outfit, charts, etc.; a small table in one corner of your store and a satisfactory Officers' Uniform business is yours.

With the Style-Craft service you have a big advantage over the local tailor who must carry a stock of clothes. Your outlay is nil, your profits are good.

Write for full particulars.

E. G. Hachborn *and* Company
50-54 York Street
TORONTO

DOMINION GOVERNMENT

CONTRACTOR

WOLFE'S M.I.C.

"Made in Canada"

Non-Frayable

Spiral Puttees

(Patented)

GUARANTEED

Why buy imported puttees when this "Made in Canada" line has all the good points of the best imported brands and costs you less? $19.00 per doz. pairs for immediate delivery. Order direct or through any Leading Wholesale House.

All Designs of

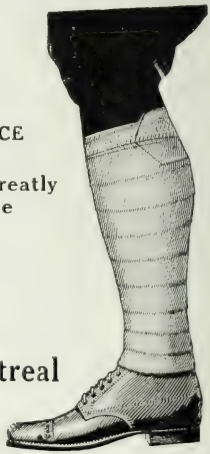
Militia Regulation Khaki

Headwear and Badges

Always on Hand

OR MANUFACTURED TO ORDER AT SHORTEST NOTICE

Write or Wire for revised price list, as owing to greatly increased output of the last six months we are able to give the dealer the benefit of correspondingly reduced prices.



A. HARRY WOLFE

Unity Building, 46 St. Alexander St., Montreal

JOBBERS, APPLY FOR SPECIAL PRICE LIST FOR QUANTITIES

Distinctive—

Leishman Clothes, 1916

¶ The individual attention given each *Leishman* garment, the superiority of *Leishman* materials and the exclusiveness of *Leishman* styles combine to place these clothes on a high plane of tailoring.

Leishman Clothes present the finest tailoring, the most perfect fit and the most authentic version of correct styles for men of any line offered the Canadian trade to-day.

Leishman Clothes are approved by Canada's best dressed men. With the *Leishman Tailored-to-Measure* Service at your command, you have the key to much of the better tailoring trade of your town.

We have a proposition to make to a good merchant in a few more towns and cities in Canada. No investment is necessary, the profits are good and the immediate business to be done is unlimited.

Write to-day.

Wm. H. Leishman & Co., Limited

WHOLESALE CUSTOM TAILORS

New Address:

Temperance Street, Corner Sheppard, Toronto

Makers of the Best Tailored Garments for Men

Why Don't YOU Go After Private War Orders for Gillette Razors and Blades?

They're Plentiful this Christmas!

We are spreading broadcast, through snappy advertisements, the news of how the "Boys" at the Front appreciate the Gillette Safety Razor and its velvet shave. People see the point, and the Gillette is becoming one of the most popular of the gifts sent Overseas.

Go after your share of this business!

Your Store is the most natural place in the world to show shaving equipment, along with clothing comforts and other gift suggestions.

On request we will send you one or more of the striking "Dugout" Counter Cards, 11" x 14", shown on the opposite page. Make this the centre of a strong Gillette display in your window or on your counter, and just watch it create extra business. Don't miss this opportunity! Get a stock of Gillette Razors and Blades, and write us for the Card.

Gillette Safety Razor Co.
of Canada, Limited
The Gillette Bldg., Montreal

Will Your "Boy" Spend Christmas "Somewhere in France"?

Then help him spend it Merrily!

Lieut.-Col. Canon Almond, Senior Chaplain of the 1st Division Overseas, says: "The boys want books, "smokes", good razors and toilet articles"—the Gillette Safety Razor ranks as a warm favorite, for one of the real luxuries of trench life is a clean, comfortable shave—and it is even more appreciated by the wounded in the hospitals.

It's a luxury the lucky ones share with their pals, so send along plenty of Blades. If he has a Gillette already, a few boxes of blades will go far toward making him the most popular man in his Company.

Choose a Gillette Set to-day. Our Distributors will arrange through us for delivery at the Front.

Gillette Safety Razor Co. of Canada, Limited

GILLETTE BLDG., MONTREAL.

TRADE Gillette MARK

The H. G. B. Boys

Cavalry Officer Top Coat Great Coat Infantry

We are the originators of Boys' Patricia Uniforms and we have reached the 18,000 mark in sale of these.

Help us to reach the 25,000 mark this fall by asking us for sample dozen.

They are the Biggest Selling Suits on the Market.

Also a full line of Men's, Young Men's, Boys' and Juvenile Suits and Overcoats.

Did you try our BALMAROONS?

Helleur, Gariepy & Broderick, Limited
16 CRAIG STREET WEST - MONTREAL, CANADA

Pearson Jewelry *for* Xmas Gifts

A line that will be in special demand at the Christmas season is men's jewelry—tie clips, scarf pins, cuff links, combination sets. These make very acceptable Christmas gifts.

Pearson Jewelry meets with a ready sale because the styles are good and the values right.

Write to-day for a good assortment for your Christmas trade.

Pearson Bros.
WHOLESALE JEWELERS
31 Notre Dame Street W., MONTREAL

"King George" Suspenders

Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.
BERLIN ONTARIO

PUSH THE EASY SELLERS

Xmas "EZE" and Xmas "CHAMPION" Suspenders

The Beautiful Patriotic and Fancy Holiday Boxes make "EZE" and "Champion" Suspenders exceptionally attractive and **appropriate** Xmas Gifts.

Xmas "EZE" $3.90 per doz. net
In Patriotic and Fancy Boxes

No change has been made in the quality of the goods in order to cover the extra cost of the special boxes.
"EZE" Suspenders in Patriotic and Fancy Boxes are the same as the nationally advertised "Eze" Suspenders which have been giving Canadian men the utmost Suspender Comfort for years past.

"CHAMPION" Suspenders are the same strong, durable and comfortable Suspenders now as heretofore.

A window display of these two lines will attract customers to your store.

Our Xmas advertising campaign will be another big factor in sending new customers to your store.

Xmas "CHAMPION" $2.10 per doz. net
In Patriotic and Fancy Boxes

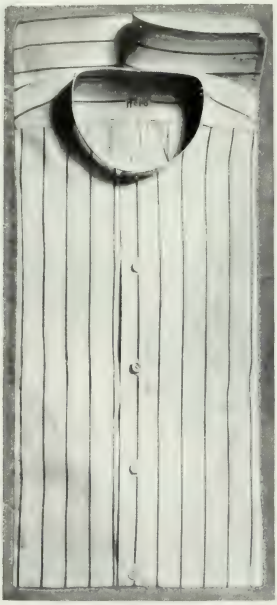
Order BY NAME from your nearest JOBBER or direct from

THE KING SUSPENDER CO. 64-66-68 Adelaide East **TORONTO, CANADA**

"Hero" Shirts

OVERALLS, SMOX, ETC.

Wonderful Values Which are Bound to Tone Up Your Business



One of Many New Patterns

Two BIG DEPARTMENTS FOR MEN Stocked With Latest Goods

DEPT. F

Underwear, Fancy Shirts, Working Shirts, Overalls, Smocks, Sweaters, Sweater Coats, Etc., Etc.

Staple Furnishings of Every Description for Men and Boys

DEPT. I

Collars, Ties, Sox, Gloves, Mitts, Suspenders, Umbrellas, Waterproofs, Etc., Etc.

Fancy Furnishings of Every Description for Men and Boys

Have you ever tried the RACINE SERVICE?

This is a year when goods will be *wanted quickly.* Racine service is specially designed for this prompt and satisfactory service—try it.

Alphonse Racine, Limited

Dry Goods Jobbers and Manufacturers

60 St. Paul St. West - MONTREAL

Since before the Telegraph was invented

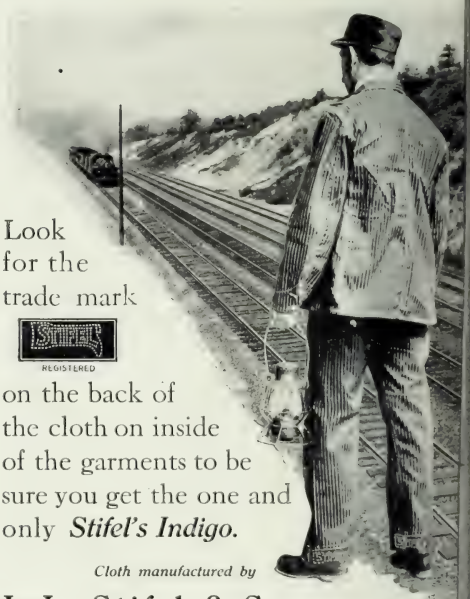
STIFEL'S Indigo Cloth

Has been the standard cloth for

Overalls, Uniforms and Jumpers

STIFEL'S is the cloth that never has been successfully imitated.

You give your customers the benefit of the very best overall cloth made.



Look for the trade mark

on the back of the cloth on inside of the garments to be sure you get the one and only ***Stifel's Indigo.***

Cloth manufactured by

J. L. Stifel & Sons

Indigo Dyers and Printers - Wheeling, W. Va.

SALES OFFICES

New York..260-262 Church St. Baltimore...114 W. Fayette St
Philadelphia ..324 Market St. St. Louis...425 Victoria Bldg
Boston .....31 Bedford St. St. Paul...238 Endicott Bldg
Chicago.223 West Jackson Blvd. Toronto..14 Manchester Bldg
San Francisco, Postal Telegraph Bldg. Montreal, Winnipeg.400 Hammond Bldg.
St. Joseph, Mo. Room 500, 489 St. Paul St.
Sexton Bank Bldg.

BADGES

Metal and Embroidered

Military Tailors' Sundries

BRAIDS—BUTTONS—BADGES, ETC.

Military Officers'

CAPS and HELMETS

KHAKI TRENCH CAPS

(Single or Double Bands)

GENERAL UNIFORM

Police and Firemen's Caps

BELTS - LEGGINGS - PUTTEES - SPURS

Estimates and Sketches Furnished on Application

Oldest and Largest Manufacturers of Military Equipment in Canada

William Scully

MANUFACTURER OF

Military Equipment

Office and Factory
320 UNIVERSITY ST.
MONTREAL

CONTRACTOR TO THE GOVERNMENT OF THE DOMINION OF CANADA

Does Your Store Front Fit Your Business?

Your business requires its particular type of Store Front. It must enable you to properly show what you have for sale—it must *fit* your business. To be most successful it must be individual—a representative, not a *mis*-representative. And we believe by our nine years' experience as Store Front specialists working with Merchants in the building of over 40,000 KAWNEER FRONTS, that we are qualified to work with you. We have many suggestions to offer you—ideas that will enable you to make the most out of the money you invest in your Store Front.

When you install a KAWNEER FRONT you simply *loan* yourself its cost. It will pay for itself by the *extra* sales it will produce. If we could take you to each KAWNEER user you'd be convinced. If you will investigate you will put in a KAWNEER FRONT, not by what *we* believe, but by what you find out.

The cost of a KAWNEER FRONT nowhere equals the increased net profits in the sales it produces. Many KAWNEER FRONTS have paid up in six months—some take eight months and some a year or two; all depending, of course, upon local conditions and the co-operation given by good window displays. It only takes an increased gross business of $1.29 per day for a thousand-dollar KAWNEER FRONT to pay for itself in ten years. Many retailers apply their advertising appropriation to new KAWNEER FRONTS and find it pays. If you put in a KAWNEER FRONT and continue your general advertising, you will find a marked increase in actual sales from your advertising through the assistance of the Front—it clinches the sales—it exhibits the *real* articles, not mere descriptions or illustrations.

Kawneer Store Fronts

Kawneer
Manufacturing Company
Limited
Francis J. Plym, President

Dept. Q,
GUELPH, ONT.

Store Front Book

"Boosting Business No. 21" has been compiled for your assistance—it will enable you to select the style of Front you need. Send for it—no obligation. The photographs and sketches will give you some valuable ideas. Just a card will do.

Kawneer Store Fronts awarded gold medal at Panama-Pacific Exposition. See our model Front there.

YOU WANT THE BEST—ASK FOR

SWAN-RUSSELL HATS

WORN BY WELL-DRESSED MEN.

STIFF HATS SOFT HATS CAPS GLOVES

Our Straw Hat Line for 1916 is Ready for Your Inspection.

NOVELTY STYLES IN ALL BRAIDS

PANAMAS SENNITS LEGHORNS BANGKOKS

JAVAS MACKINAWS

FLEXIBLE SAILORS

SHINKIS PORTO RICANS

SPLIT SAILORS

SWAN-RUSSELL CO., 59 Bedford St., BOSTON, U.S.A.

Superintendent Wanted for Garter Factory

Established concern wishes to secure the services of a man capable of starting and conducting garter and arm band department. Must be thoroughly acquainted with purchasing of various machinery and materials. An unusual opportunity for the right party. No money required. Box 5, Men's Wear Review.

Two cents a word is all it costs for a condensed ad. in this paper

CONDENSED ADVERTISEMENTS

WANTED AGENTS TO REACH RETAIL trade in leading Canadian points to represent United States house making high grade but low-priced wool suits. Applications confidential. Box 5, Men's Wear Review.

COMMISSION SALESMAN CALLING ON gents' furnishing and retail dry goods trade desires to hear from manufacturers producing line suitable for his trade. Write Traveller, 510 Gilford St., Montreal.

UNITED STATES CONCERN MANUFACturing ties of high quality and reasonable price wants manufacturers' agent to represent this line in the principal Canadian centres. Apply Box 5, Men's Wear Review.

Guaranteed Waterproofs

Big range open for your inspection

We have overcome stock shortage with our splendid resources and experience and can supply your requirements for 1916

We have upheld our reputation for overcoming difficulties—this time it's stock shortage. Despite the fact that conditions have made the securing of stock most difficult, we are prepared to supply the trade with unusual values in

Tweeds, Paramattas, Cashmeres, Silks and Cantons

We are also showing a fine range of Spring Overcoats in Fancy Tweeds and Black and Grey Vicunas, a range worthy of your earliest inspection and consideration.

We would suggest that you place your order early, as owing to present market conditions we have only limited quantities of each pattern and may be unable to secure further shipments

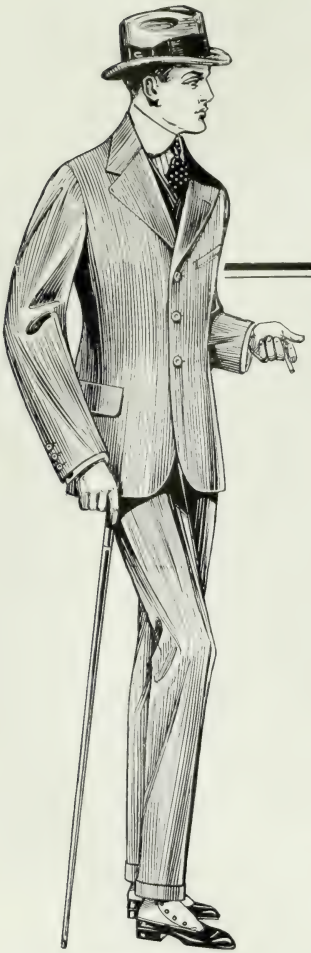
As usual our version of the spring styles is recognized as authoritative—favored by the better dressed men.

Anticipate your Spring requirements early and give us a chance to demonstrate our line.

No order too small or large to get our best attention.

SAMUEL WENER and CO., Limited

304 Notre Dame St. West **Montreal**



MODEL No M.351

Fit-rite

TAILORED CLOTHES FOR MEN

Is there a Fit-rite Store in Your City?

IF not, it will be decidedly to your interest to communicate with us at once.

Fit-rite dealers have big advantages over their competitors. They are able to offer the public a line of popular, advertised clothing, of the very best quality, at prices that others will find it hard to duplicate. They have behind them the largest and one of the oldest wholesale-tailoring firms in the business.

The reputation of the Fit-rite brand itself goes a long way toward selling Fit-rite clothes. Add to it the fact that the styles are always up-to-the-minute, without being freakish, the materials the best English, Scotch and Irish woollens that money can buy, and the prices lower than others charge for equal quality, and you have a combination that no progressive retailer can afford to overlook.

We are now extending the list of Fit-rite agencies. Preference will be given to the first application from the cities where we are not yet represented.

JOHN W. PECK & CO., Limited

WINNIPEG MONTREAL VANCOUVER

We're Selling Agents for

Young & Rochester Shirts

Best English Quality—Medium Priced.

"Aquatite" Raincoats

The "Rendelsham" Military Coat

Tress & Co. *London & Luton, Eng.*

Manufacturers of High-Class Hats and Caps, Military Helmets, Service Caps, New Soft Trench Caps.

We carry a full range of All Military Requirements

Merchants throughout the country are increasing their sales by equipping officers. Why not be the headquarters for your town for this profitable trade?

We carry a full range of Khaki Flannel Shirts at $21.00, $24.00 and $26.00, also Zephyr and Silk Shirts.

Puttees, Slickers, Spencers, Neckwear, Stud-lace Leggings, Khaki Socks (plain and ribbed), Khaki Handkerchiefs (silk and cotton), "Sam Brown" Belts, Tan Leather and Rubber Boots.

Write Stating Your Requirements

Wreyford & Co.

85 King St. W. Toronto

New Makinaw CAPS

See Our New Styles in Makinaw— Four Patterns

SPECIAL WAR PRICES

We are offering a special war price on **Winter Caps** with fur laps in six-dozen quantities, assorted, patterns from swatches, at **$3.50 per dozen net.** Also a line at $4.50.

Regular goods all prices. Write to-day for samples of our best sellers.

BOSTON CAP CO.

219 St. Lawrence Blvd. - MONTREAL

Lifelike Display Adds Life to Sales

Make your Boys' Clothing look like Boys' Clothing by showing it on our forms. Then mother, father and son see how suit will look as worn.

Boys' Suit Forms, all sizes, 4 to 16 years

Boys' Coat Forms, 4 to 16 years. Men's Coat Forms, all sizes, 34 to 46

DALE WAX FIGURE CO. LIMITED

106 Front Street East TORONTO

"Craftana"

Registered No. 262,0[illegible]

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP,* it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR,* and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET,* making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

This expression forecasts repeat orders

When a man feels this way over his purchase, it's certain he will be back for more of the same kind, when the time comes.

Penmans

Underwear

gives any man a new idea of fit, warmth and comfort.

Made in many styles and fabrics for men, women and children.

Pen Angle
WARRANTED HIGH GRADE
PENMAN'S
KNIT GOODS

Penmans Limited

Paris, Ontario

"Coin Spots"

"Grosnoble Cords"
"Shadow Satins"

all the new fabrics in splendidly made cravats of characteristic quality by

Tooke

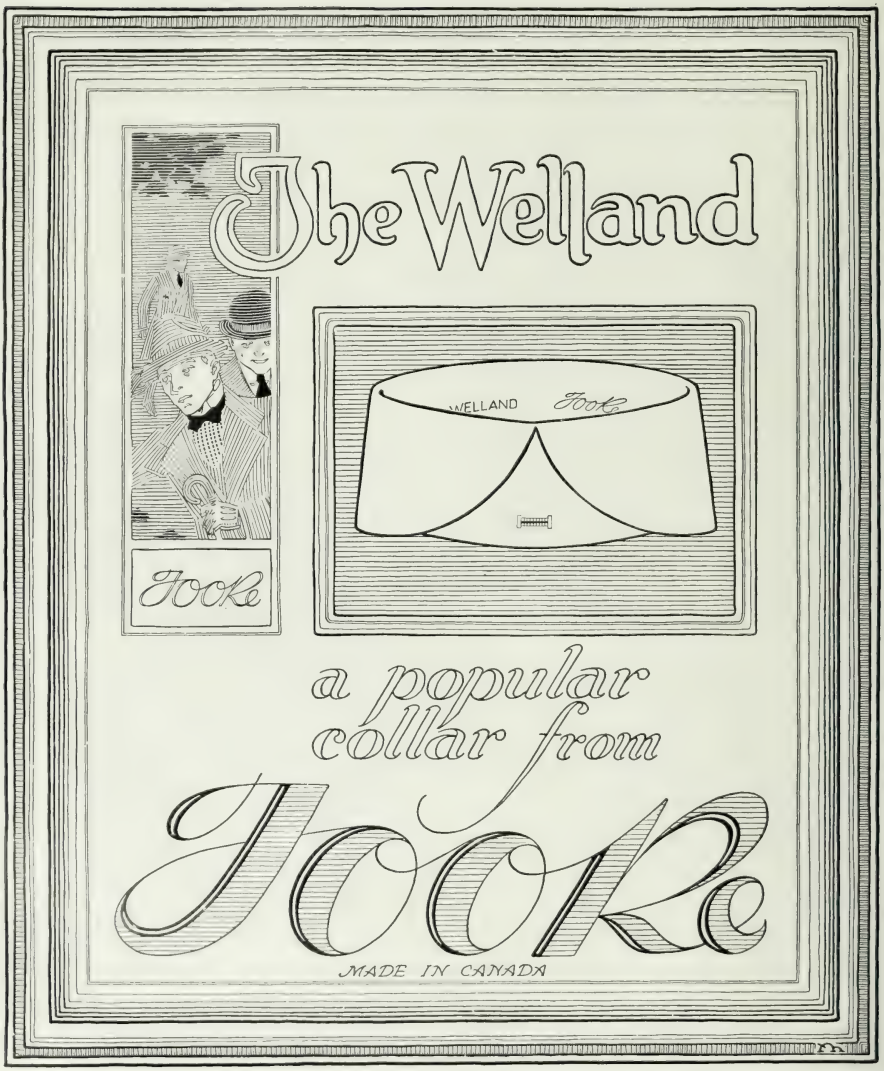
The **D.-S.** SHIRT

a different and better way of producing this necessary and desired article—combination Shirt and Pants.

Tooke

BROS., LIMITED

MONTREAL TORONTO WINNIPEG


The Welland
WELLAND
Tooke
Tooke
a popular collar from
Tooke
MADE IN CANADA

Sales Booster
THE TENTH

The manly question—

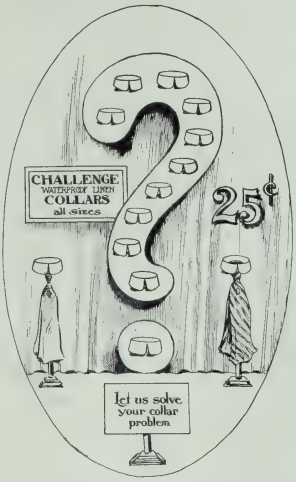
"What kind of a collar can I wear that will give me real service?"

is solved in a jiffy for the man whose labors call him outside in all kinds of weather or for the mechanic and the factory man, by selling him a waterproof linen collar.

Now, the question is, how am I to get his attention?

The very first thought is, of course—my window, well that's a starter and *here is an idea.*

First, get a large piece of brown Manila paper. Mark out on it a big question mark as shown in the illustration. Cut it out, then get some heavy beaver board or some thin boards nailed together. Paste the big question mark on the board and cut out with a keyhole saw, stiffening the back with lengthwise strips. Cover the face with dark blue velvet and attach to the background of your window against a screen covered or draped with light grey or light blue sateen or velveteen. If the big question mark can be fastened so that it stands out from the screen, so much the better. This can be accomplished with blocks of wood.



Now—fasten *Challenge Brand Waterproof Linen Collars* on the question mark with small clasps. Fasten a Challenge Brand sign to one side and a big cut-out 25c to the other side. Arrange a nice collar trim in the front without detracting from the center unit, and display a showcard in front with the inscription *"Let us solve your collar problem."*

Don't forget the selling points of Arlington collars, chief among which is the famous Challenge brand.

Note these—Arlington collars are a third heavier than similar priced lines; have the slide-easy tie space; made with or without metal bound buttonholes; a style for every taste, at a price to fit every pocket-book.

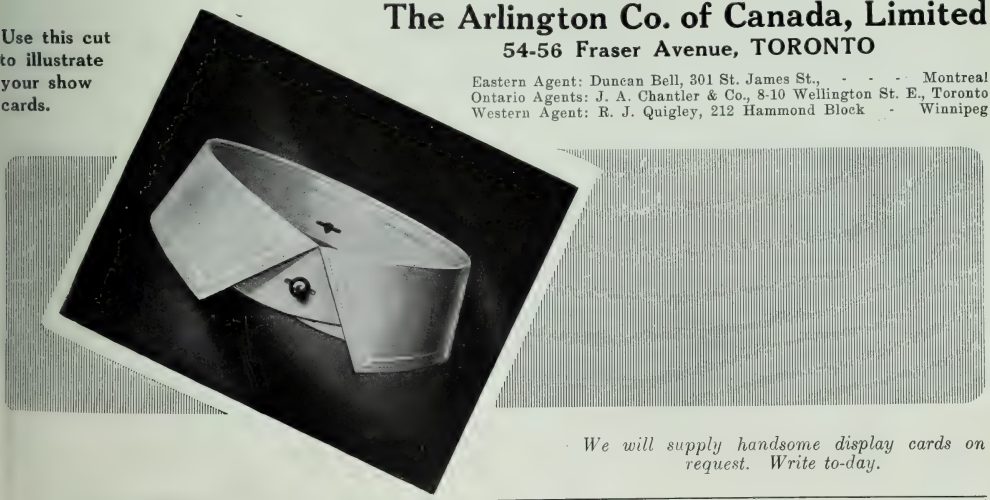
Stock up now, send for advertising electros of any of our styles.

The Arlington Co. of Canada, Limited

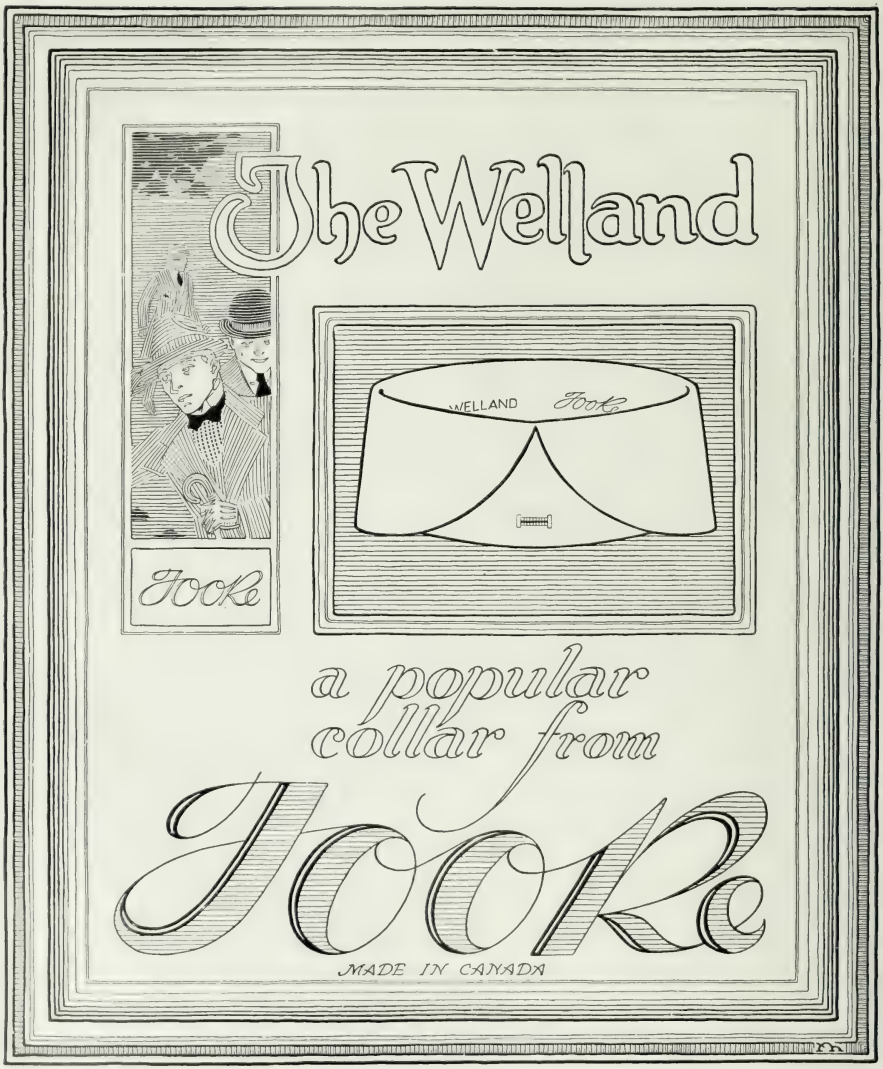
54-56 Fraser Avenue, TORONTO

Eastern Agent: Duncan Bell, 301 St. James St., - - - - Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block - Winnipeg

Use this cut to illustrate your show cards.



We will supply handsome display cards on request. Write to-day.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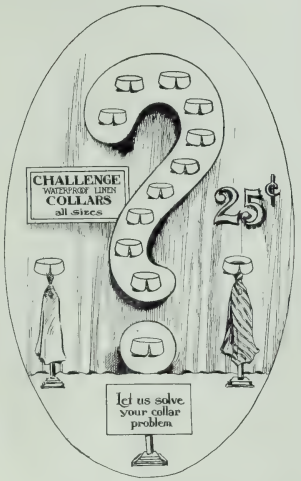

stands out from the screen, so much the better. This can be accomplished with blocks of wood.

Now—fasten *Challenge Brand Waterproof Linen Collars* on the question mark with small clasps. Fasten a Challenge Brand sign to one side and a big cut-out 25c to the other side. Arrange a nice collar trim in the front without detracting from the center unit, and display a showcard in front with the inscription *"Let us solve your collar problem."*

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MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 5 TORONTO, NOVEMBER, 1915 No. 11

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Cable address: Macpubco, Toronto; Atabeck, London, Eng.

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MEN'S WEAR REVIEW

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GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960, Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971, Chicago, Ill., A. H. Byrne, 140 So. Dearborn St., Room 607, Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024.

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Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. V. TORONTO, NOVEMBER, 1915 NO. 11

UP AND DOWN BROADWAY

Ye Editor Takes a Trip to Gotham—The American-Made Style at Last—A Return to the Conventional in Dress Clothes—Idiosyncrasies and Foibles of This Year's Fashions.

Special to Men's Wear Review by Hugh S. Eayrs

IF the mountain won't come to Mahomet, then Mahomet must go to the mountain. That in brief and allegorical phrase, is the reason why I happened to be roaming up and down Broadway for a week recently. You see a man who is writing on styles has a solemn duty to perform. He has got to be sure that he is right. And with this in mind I spent a week in New York in order that I might come back and know enough about what I was writing to give the men's wear trade of Canada completest and most correct news and views on styles for Fall and Winter.

You see me therefore on Broadway and Fifth Avenue. The first reflection which comes to one's mind is briefly that at last the American man has got his own fashions. I fully admit that for some time I doubted this. England has served as a model of correct dress for so long and, with the possible exception of France, has been definitely assigned the place of fashion leader. The noticeable *mot* in our line, so far as sartorial America is concerned, has been 'follow Bond Street,' and, if a second leader was desired, to follow the Bois. It is not necessary to adduce much testimony to this statement. In a single and collective question: Where did we get our tight waist, our cane, our spats, even —though tell it not in Gath—our eyeglass, if not from London?

But it became evident even before the war that there was a certain distinct and definite move towards the shaping in America by Americans of purely and simply American fashions. That movement was gaining considerable impetus and would have gained the desired haven even if the war had not been. The war, coming when it did, simply helped it along.

Here he stands then, at last, the American who is dressed in peculiarly American fashion. It has admittedly been a case of evolution. There have been several influences and from them, season by season, and year by year, this American type has at last fully evolved.

This was made quite apparent to me in my travels up and down Broadway, not alone by what the windows had to show in the ways of suits and accessories for men, but also by the apparel of the average man on the street. I saw, for instance, the waist which I knew to be typical of English fashions now altered and re-shaped to this American mode. I saw the suits which I knew to be characteristic of British fashions now adapted and developed so that they have distinctive lines of their own which could never be typical of the suit of a Britisher.

Fig. 1.

For Example—!

Let us illustrate what we mean by an example. I was sitting one day in the McAlpine Hotel and an exceedingly well-dressed gentleman of about 30 passed and walked up the Hall and came back and sat down. Surreptitiously, I had an opportunity to make myself acquainted with the peculiarities of his dress. I don't know who the gentleman was nor who was his tailor but that tailor should get good money for his products. The suit (Fig. 1) which this man was wearing, it was evident was typical of this newly-made American fashion and yet it was obvious, too, that it sprang from a man who had been making clothes *á l'Anglais* for some time and had at last broken off from that and developed into something different. In many particulars this suit was English, but the effect and the total impression which it created on one's mind, was that the suit was new and characteristic of a new type. This particular suit was in a dark green check. The pattern was very effective, but it was not that so much which attracted our attention. There was the long and narrow look, typical of the Britisher; yet nevertheless when I came to look at it more

closely I saw that the shoulders were considerably wider than New York tailors turned out last year. I noticed that the lapels on the other hand were narrower than the average Britisher wears, they were tapering too; that is to say, they swept down in very graceful and soft curves to the last button of a two-button front, and gave a pleasing effect of slimness which, strangely enough, did not take away from the look of natural proportion that the extra bit of broadness about the shoulders contrived to give. The pockets were cut on the slant. Now an Englishman would never wear pockets of that sort. The breast pocket too, was cut on a slant, and the Englishman would never wear a pocket of that sort. In fact I query very much whether he bothers, many of him, to wear a breast pocket at all. Again the vest was double-breasted, and the lapel made after the manner of the coat. Here again the Englishman would not agree. The whole effect was that this coat was worn by a man whose tailor had been accustomed to modeling upon English modes, but also that the suit was worn by a man who now had got away from following London and had desired to be distinctively national. I hope I make myself clear. Anyway, this is along the line of argument that there are at last distinct American Fashions.

Fig. 2.

Shaking Hands With "Grumpy."

Walking up and down Broadway for a week was obviously not just up and down Broadway. For instance on Fifth Avenue there was very much to be seen as well. It was here that I got a chance to shake hands again with Mr. Cyril Maude. It is some years now since I first met Mr. Maude. I was lucky enough to be able to spend a few minutes with him a few months ago when he was here in Toronto and it was pleasing to shake hands again with him in New York. He has been delighting audiences there at the Empire Theatre with his consummate acting in "Grumpy." Now Mr. Maude is a man who is always distinctively English. If he lived in an American City until he was a hundred he would not pick up either American lingo or American clothes or the American outlook. He is first and last and all the time an Englishman. He was wearing a very English suit, and I dare swear it was not made 100 miles from Savile Row. It was a blue soft serge, with an almost invisible white stripe at intervals of about an inch. The lapels were fairly tightly pressed, and were medium and conservative in their sweep. You might tell Mr. Maude a mile off too by the fact that his handkerchief is usually protruding from his left sleeve—and that—although only of middle height, he has a soldierly appearance. He was wearing a soft collar fastened at the bottom by a gold bar pin and a black knitted tie; his hat was a green Homburg. Mr. Maude is a man who recks nothing of fashion, so long as he is comfortably dressed. I suppose he has got to the point now where he may disregard fashion's decrees, preferring comfort instead.

Fashions at Church

If anybody should sail up and ask you, tell them that a pretty good place in which to see up-to-date fashions is a Church. I am not generalizing or meaning to intimate for one minute that the only reason people go to church is to display their clothes, but I do know that one may get some mighty good ideas of what the mannequins are wearing by watching the parade after Church on Sunday morning—and pretty nearly the same thing applies to men.

I got a very good impression, for instance, of formal dress at a certain church on Fifth Avenue one Sunday morning, and was able to observe that formal day dress has not altered much, taking it in broad, for a couple of seasons. In little things it has. For instance the well-dressed man now has two buttons to his morning coat, instead of the one. The one button fastening was always a little bit freakish and people got sick and tired of it a week or two after it was introduced. There are none to be seen this year, that is on well-dressed men. The question of braid seems to be in dispute. Whether men should wear braid on a morning coat or not has been a matter of some argument, I know, but I am inclined to believe that most men like braid on a morning coat and for our own part I like to see it. It was pleasing, therefore, to notice that a good many men that were, on this particular October morning, on Fifth Avenue were wearing a fairly narrow braid on their morning coat. Another new thing—and this by the by is certainly new, and may be said to be characteristic of nearly all men's dress this Winter,—was the very high waist line. This gives an effect of fullness of chest and also one of length which is rather pleasing. There is, to my mind, nothing worse than a man who looks squat and short and higgledy-piggledy. The high waist seems to get away from this idea. I noticed one man in particular who wore a waist inches higher than last year's fashion decreed.

Fig. 3.

It seems that the Ascot tie does not appear very much this year.

We have grown rather used to seeing this in connection with formal day wear, but this year it is conspicuous by its absence. I notice a good many men were wearing a plain black, or grey, or black and white, in black silk with a small inconspicuous pattern, but the Ascot, as such, did not seem popular.

Fancy Vests Again

By the by, before I leave this question of formal day dress there is one thing I wish to note and that is the vogue of fancy waistcoats for formal day wear. Last year the usage was coat and waistcoat to match. Not so this year. A series of white, cream or in some cases, cream with a black stripe, were among the many that I observed and, with regard to the cut, the double-breasted seemed to be most in favor.

Fig. 4.

I became aware, almost as soon as I struck New York City, that it was on the eve of adopting a new collar. We have had various hints up here in Canada about a switching in collars from the curves and cut-away shapes of the last couple of years to the square and straight shapes again. In the main, that is the trend of New York with this difference that there, in New York, the straight and square cut collars are nothing like so deep. I can best illustrate this, possibly, by the description of a collar I saw on a friend of mine down there who considers himself—and I agree with him—a well-dressed man. The collar he was wearing was about an inch and three-quarters high, and was cut away in front severely, so as to leave a big opening for the tie. Nevertheless the points of the collar were not round, nor even blunt, but were absolutely angular, giving the impression almost of an angle of ninety degrees (Fig. 3). This, I was told by a number of exclusive retailers of Fifth Avenue and the like, was a distinct collar for this year and it certainly is a mighty effective one. We have a shape which approaches a little way towards it in Canada for this Fall, but in the case of the Canadian collar the height is at least two inches and a quarter. The difference between this and the new one I am describing is important.

The American one gives a shallow and yet none of the rakish look which I have often thought has been lent to the cut-away collar by reason of shallowness. The severely straight and rigid edges and the angularity of this collar preserve its conservatism and touch of smartness.

Soft Collars All the Time

By the by, while I am on this question of collars, I should note that there a great many men—I do not think I am wrong if I say an increasing number of men—who are beginning to wear soft collars all the year round. I was told by a number of people in New York, who seem to know what they are talking about, that a number of business men, particularly of the younger set, are inclined to the belief that it is possible to wear a soft collar, only stiffened at certain points, in Winter, just as well as in Summer. I did not have very much time to test this out because I was not there late enough in the Fall to make any practical observation, but I am told by collar manufacturers that the soft collar is gaining considerable vogue for Fall and Winter wear. This I think is wise. There are, of course, a number of men who regard business wear as something formal and strict. They may be right. There are others, and they are the younger set, who while they regard their business as a distinct part and parcel of their day's life, cannot see why they should dress for the office as if they were dressing for a funeral. This is the class of men that is popularizing for Fall and Winter wear the soft collar. The shallow and cut-away shape in soft collars seem to be worn a good deal, but the more exclusive man is wearing a fairly high soft collar which slopes down in triangular fashion at the front and of which the points are just a little bit curved. At any rate that seems to be the sum of my observation, which, as I said, was limited.

Fig. 7.

Bert Leslie of "Town Topics"

I met and shook hands again with Bert Leslie who is at the Century, in Ned Wayburn's "Town Topics." One day, several years ago now, Bert confided to me that he was "some" dresser, and I was interested to see whether he was keeping up his self-inflicted reputation. He is a great fun artist, and had the house roaring at the Century. With such lines as "The wages of gin is breath" and his rather inimitable way of devising and applying all sorts of new slang, he put it over and was certainly mighty popular with the stalls. I know, because I was there. Leslie was wearing a very attractive Donegal tweed suit, made with room enough to admit his fairly ample figure. He is a big man, heavy of face and heavy of shoulder, and he wants lots of room in his clothes. I noticed that he was wearing a striped tie in which black and yellow alternated, and a soft collar. By the by, I must not forget this: the most important thing about him was a pair of gloves which he showed me (Fig. 4). These were of yellow chamois and were rather remarkable for the somewhat unusual and entirely novel design on the back. This was a couple of walking sticks, placed so as to make three sides of a triangle with a middle line of black which resembled an Indian club. Some-

Fig. 5.

what a new and unusual design, as I said. Leslie was very proud of these gloves; said he had just bought them and that they were really the newest thing. For once he was right; several dealers corroborated his purchase. Leslie was also wearing a loose box coat. (Fig. 6).

Comfort at a Premium

One thing struck me in New York about men's apparel, and that was that most men had now got down to the point where they were going to be as comfortable as they possibly could consistent with being modish. What I mean is illustrated rather in some of the new hats for Fall. A friend of mine showed me a new hat he had just bought, dark grey, leaning just a little bit to puce. He handed this hat to me, and I felt the weight of it and was astonished at its lightness. It looked a fairly heavy hat, as of course a Fall hat should do, but when I had it in my hand and weighed it I was struck at once by its light and airy character and figured that a man was lucky if he could wear a modish hat which was as light and as little of a nuisance on his head as was that particular hat. There is a tendency to wear puggaree bands on soft hats and to match them with the tie. I noticed this again and again, and most times in the case of men who were really well dressed. Blue foulard seems to be possibly the most popular for Fall. I rather like the idea of a man wearing a soft hat with a blue foulard ribbon and carrying out the harmony idea by wearing a blue foulard tie.

From Threadneedle Street

I suppose that one of the most important men in New York, lately was Sir Henry Babbington Smith. Sir Henry is a member of the Anglo-French Commission which came over here to arrange the loan and I caught a glimpse of him in Wall Street. It is some years now since I saw Sir Henry first but time has not done much to him and he does not look very much older. He is remarkable in England for being able to tell a mighty good story after dinner. A man of well over fifty, I should judge, he is tall and carries himself well. His white moustache and almost white hair always arranged so trimly gives him an air of soldierliness. He was wearing a double-breasted lounge suit of exceptional smartness. It has two buttons but only the bottom one was used; the waist line was placed very high and the sides were hollowed right in. The lapels were overlapping and broad and deep-swinging. The collar was low and fitted fairly well across the shoulders while the skirts of the coat hung softly and gracefully. The double-breasted coat, as a matter of fact, at any rate of this particular model, is usually regarded as a young man's coat rather than that of an older man. Nevertheless Sir Henry looked remarkably well in this get-up—which I'd wager was American—and it would have been impossible to tell at first glance whether he came from London or New York.

By the by, there was great excitement while I was in New York over that and I think a number of people were surprised to find it go through and particularly for so large an amount. Half a billion dollars is quite some sum—if I may be pardoned for punning.

Evening Dress of Five Years Ago.

I suppose that anybody who was not looking for it would find comparatively little that was different in this year's evening dress styles. Nevertheless, if you know the ropes, you are immediately aware it is a switch-back to pretty nearly the styles of five years ago. Every now and then, of course, dress goes through a beformalizing process. Ever so often we get up and say that we are sick of being starched and stiffened, and that we are going to be comfortable, whatever we look like. Then every now and then, the year afterwards, style experts get up and get mad with us because we are sacrificing grace and modishness to mere comfort and ease, and say at once that we must get back to punctilious etiquette in evening dress. New York appears this year to have pulled up with a jerk and to have rushed back to the extreme of formality. Let me show you what I mean.

I can best do so by describing to you the dress of one, John T. Murray, in the Winter Garden show "The Passing Show of 1915." You would notice, if you saw him, that simplicity was the very keynote of his evening dress. Severe and rigid, the lines of it were diametrically opposed to those of last year's suits. Indeed it might have been worn in 1910 if it had not been that the waist in Mr. Murray's coat was exceedingly high. So far as I can tell this was about the only difference from the conservative and very formal dress which was in vogue five years ago. For instance his vest was black, the same as his suit, and was cut in the shape of a "U" rather than being V-shape. It wasn't exactly a "U" shape, but was approaching very nearly that way. His trousers were of medium width, with no braid. Last year the average man wore trousers so tight that he could hardly sit down, and braid was very prominent. The collar was just plain white linen and of the rigid poke variety. The tie was of plain linen and spread out so that the wings made a shape of two inverted triangles, placed apex to apex. Murray is an exceptionally tall man and wore his suit well but I happened to see him about a year ago in another play, and I remember distinctly the suit he wore then. It was different in every particular. As I say, the only thing that has survived or is new is the exceedingly high waist. The whole idea last year seemed to be to give a man an effect of tightness and pinched-up-ness. Not so now. Mr. Murray's suit was very broad across the shoulders while the lapels came down in a slight curve which gave the impression of fullness, rather than following the lines of last year, which gave the impression of slimness.

Fig. 6.

The New Silk Hat

Even the proper hat to wear has altered from last year. Then you will remember the clubs and restaurants saw a man with a silk hat, which had a straight crown and a rather flattish brim. Now the hat is entirely different. The crown is again of medium height and of bell shape and the brim is distinctly curled. If this is not going back to the fashions of five years ago, I've missed my guess, that's all.

By the by, I might, while I am on the subject, just mention an exceedingly smart dress overcoat which I happened to see in New York. This was distinctly of a cloak character, military-cut and was lined with black satin. I noticed it closed up tightly at the back. I don't know that a great many men will wear this class of cloak although, no doubt, some very exclusive dressers will. However, for the average man who can only afford one evening

(Continued on page 28)

Artistry in Scarf Trim

Another of Mr. W. Balmer's trims, especially made for MEN'S WEAR REVIEW. *It needs little description, for it is its own praise. It is difficult to conceive a more happy arrangement of ties, collars, gloves, and canes than this. Note the grace, the soft, flowing curves, the absence of anything severe or angular. The collars, each fitted with a cravat, nestle against a background of silk scarfings as a flower nestles against leaves. The gloves, too, look as if they were gloves, and not so many stiff and starch fingers. The artfully careless juxtaposition of a couple of canes gives that little touch of what we call "finish" to a trim which would prove a real drawing-card in any store or window.*

UP AND DOWN BROADWAY

(Continued from page 26)

cloak I am inclined to think that the loose-fitting black or Oxford Chesterfield and possibly the double-breasted frock coat will be the choice. The last one of all, on second thoughts, will not, I imagine, be worn by a great many men. This is not to say that it isn't smart, it is exceptionally so, but I judge that not many men incline to this kind of coat. For the man who can wear it, for the man who has the figure to wear it, it is an exceptionally smart accompaniment to evening dress.

Before I forget it, I should mention that for the really smart man no evening dress trousers for this season include bottom turn-ups. This is taboo—an important development.

A Brown Derby

It is some years since I saw very many men together in any city or town wear a brown Derby hat. I was surprised while I was in New York, to notice the number of men, and most of them exceedingly well-dressed men, wearing a brown Derby. This kind of hat (Fig. 5) is a very fitting accompaniment for a fairly light grey suit, and many men wear this kind of suit in the Fall. So far as style is concerned this brown "tile" is along the lines of the black Derby for this year. I saw one man wearing this type of hat along Broadway and that was Cecil Lean, who is playing in "The Blue Paradise" at the Casino theatre. He was wearing it with a loose overcoat of rather light tweed and although it was rather new to me, and somewhat startling, it certainly looked mighty well on Lean.

One cannot but be struck by the exceptional number of men who are now wearing fancy vests for day wear—I mean with lounge suits. Some of the most smartly dressed men in New York are wearing, with sack and lounge suits, cream or white fancy vests, and in some cases colored ones. As I see it, this is part of a movement towards a good deal more color in dress. New York had its time of quietness in day dress but it seldom happens that inconspicuousness in day dress synchronises with quietness in evening wear. When evening wear goes to the extreme and is somewhat more flashy or freakish than usual, day wear is quiet and vice versa. Now, this year, evening dress is exceptionally quiet and conservative and day dress would appear somewhat to run riot in color as well as be just a trifle freakish in mode. For instance, not only are many men wearing fancy vests but practically all well-dressed mean are going in for shadow effects in suits. That is, instead of wearing plain greys or blues or dark browns, they are inclined to wear checks in which some other tint is inconspicuously displayed.

Fig. 8.

To particularize, I noticed that this was very true of dark green and dark brown. In the case of the first there are all sorts of lighter greens and browns streaked in, and in the latter case a touch of red, inconspicuously mixed, appears to create the desired impression.

Few of the stores are showing anything very new in hosiery, unless it be that solid colors appear to be coming into their own. The stripes, mostly of a rather loud character, which were worn last year, are not shown now and even clockings have sunk down a little bit in popular esteem. For the most part dark colors and practically all solid colors have taken their place. Hence we have dark greys, and dark blues, dark greens, dark reds, and, in one or two cases, shot effects of red and black, and green and black, when the colors are sufficiently dark. But for the most part solid colors in hosiery in New York seem to be the vogue. The only exception is the black with small white pattern. (Fig. 7.) I notice that more and more men are wearing silk and that less and less lisle is shown. I suppose this is largely a matter of expense. The man who can afford to pay real money for his hosiery can afford lisle but really good lisle costs more than popular silk. Of course the very best of silk costs even more than lisle but I do think that the rather high cost of good lisle is responble for the fashion of silk at a popular figure.

Dark Brown Boots.

At one time there only used to be two colors in footwear for men and those were tan and black. This will have to be modified for there are now all sorts of shades of brown. For instance the man who will be *au fait* in New York this year are wearing a very dark and almost reddish brown shoe, made particularly after the brogue pattern. This shade is an exceptionally attractive one. It is far more red than brown and is diametrically opposed to tan. Many of the stores in Fifth Avenue tell me that there is an increasing tendency in New York towards wearing low shoes for Winter. They are now made so very dressily, and yet at the same time with so much strength, that they are available for practically any weather excepting, of course, the wet and snow, and there is certainly a growing proportion of men, and women too, for the matter of that, which is inclined to wear low shoes for Winter as well as Summer.

The Narrower Tie

I don't know that I can say anything much new with regard to neckwear unless that it is that I am told by one or two very exclusive neckwear people that the narrower tie is again rapidly gaining favor. We have had four-in-hands for so very long and some of them have gone to the extreme—indeed are doing so at this moment—that some men are glad of a chance to switch back to the narrow tie. One of the shops on Broadway was showing some of the varieties of this shape and they certainly looked mighty attractive. They were in all-silk poplins and in perfectly plain colors. While I am on the subject of ties, a rather unusual color seems to be attracting the best dressers in New York and that is purple. I notice a great many of the men at the clubs and in sporting circles of the better kind are wearing this purple neckwear. For the most part, as far as four-in-hands are concerned, the dark silk with white or colored pattern, hardly distinguishable in some cases, seems to be the best bet. Stripes are altogether done with and even batwings are considerably on the wane. They have had a wonderful run and it is not surprising that there is now a reversion to the long tie. Knitted ties, from what I could see in a limited time, do not seem to have the run that they enjoyed two or three years ago.

Now you have most of the things that are being shown in New York and most of the styles up to the present minute. How soon they will change, I know not. These are the days when styles are inclined to change over night and what you may buy to-day will possibly be a week late, fashionably speaking, to-morrow. It is important, however, that the men's wear trade in Canada should know from time to time what they are wearing in New York.

ALL HANDKERCHIEFS SCARCE. WHY?

Reasons Here Given for Delays Some Retailers Have Wondered About—Scarcity of Flax — Disorganization of Mills by Reason of Recruiting — Need of Irish Peasant Women Working in Fields Instead of Embroidering—All These Contributing Causes.

SOME dealers have been wondering why their shipments of handkerchiefs have not been coming through as promptly as they could wish. The answer is not hard to find, though there are many contributing reasons which lie behind.

In a word, there is a scarcity of handkerchiefs at the present time. Fortunately, it can be said scarcity is the word that covers the situation. The market is not bare. There are supplies to be secured, and though the dealer may in some cases have to wait longer than he would wish, it will not be necessary for him to force his patrons to revert to those primitive, though doubtless efficacious methods, of nasal attention.

It seems quite certain, however, that delays in delivery of handkerchiefs to the retailer will be a more or less usual occurrence. In view of this, dealers who count on getting good business at the Christmas season in handkerchiefs, might well see that their stocks are laid in at once.

Why Not Displayed Continually?

By the way, it is a strange thing that handkerchiefs are not played up more prominently the year through by men's wear dealers. Of course many stores do feature this line, but it is possible to go into many a men's wear establishment and not have the fact that handkerchiefs are for sale brought out at all. This simply means that quite a little bit of this business is getting away from the men's wear dealers and going elsewhere.

The neglect of handkerchiefs is particularly hard to understand in this day when handlers are arranging for the display of these in such attractive form. Cases may be secured now without any cost, which enable an exceedingly attractive showing of this line. The establishment of such displays, moreover, works two ways for the benefit of the dealer. In the first place men who have come in to buy some other lines, see these packages, of one, three, or six handkerchiefs, and are reminded that their stock is getting low, or that the handkerchief they have in their pocket at the moment is not as unsoiled as they could wish. Take a man starting out for an evening. If he sees handkerchiefs displayed in this manner, will he not often make a purchase?

The Elusive Handkerchief

Then the number of men who discover after they have left their homes that they are without a handkerchief, or without a clean handkerchief, is still very large. A handkerchief is one of those allusive things like the various articles which form the juggler's stock in trade. Now it is here, and now it is not. If this man, who suddenly feels the need of an individual handkerchief, has been made to realize that he can get this in his men's wear store, he will drop in to supply his need, and when doing so will quite likely buy something else.

However, this is a digression. What is under discussion at the moment is the depleted condition of the handkerchief market.

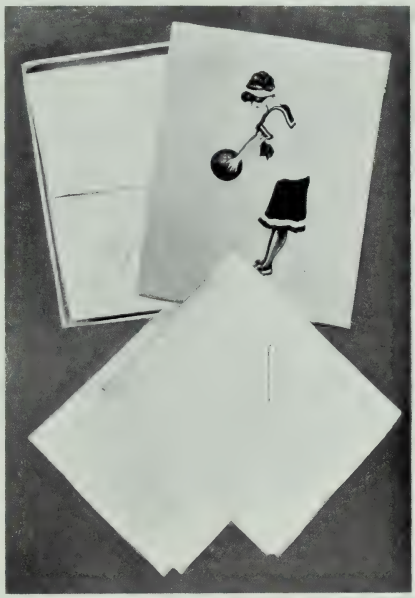
Why the scarcity?

That is the question which dealers are asking and which some jobbers, who are finding it necessary to delay filling the orders of these dealers, are answering as well as they may. To give a full answer of this matter in a short letter, however, must be an exceedingly difficult task.

Great Flax Shortage

In the first place the flax from which linen handkerchiefs are made is a scarce commodity at the present time. While the great number of Canadian linen handkerchiefs come, of course, from Ireland and England, it will be generally known that flax from which these are woven is almost entirely secured from abroad. Ireland itself raises something less than 5 per cent. of the total amount of flax. The balance comes—or did come—from Belgium, Germany and Russia. In Belgium, of course, there has not been a flax crop for two years. It is the sincere hope of all that the flax industry in Germany has been materially upset. And while the vast fields of Russia have still been put to the purpose of growing this; and while Russia undoubtedly has enough men to look after its crops, as well as carry on its share of the war, yet exports from Russia to the British mills have been disturbed materially.

The handkerchief manufacturers are facing the old problem of making bricks without straw. At least they would be confronted with this problem were it not that they have supplies of flax on hand from former years. But the



Some attractive handkerchiefs and box. Shown by A. T. Reid & Co. Pure linen, hemstitched, and with hand-embroidered initials.

end of this reserve supply is not indefinitely postponed, and naturally the price of the product has risen.

Losses on Hesperian

This, however, is not the only cause of the present scarcity in Canada. A very recent cause was the loss of the Hesperian upon which many handkerchief shipments had been placed. Coming at this season, just preceding the great Christmas rush, this loss has been exceedingly serious, even though the shipments were all covered by insurance.

Still another reason for delays is the general disturbance in the British mills caused by so many people leaving these for active service. A letter from one manufacturer to a Toronto handler, for instance, makes the point that he is being caused tremendous trouble by reason of the departure for the front of a young man who had been doing his sampling for years. Over here it may be considered bad business to have had one man so indispensable, but evidently such was the case.

Also it must be remembered that the heads of many of these English concerns have themselves given up active participation in business, for the time being, to assist in bringing about the downfall of Germany and the Made-in-Germany slogan. Imagine what would happen to your own concern were one or more of the heads to step out over night. Then the disorganization which has taken place in many English mills will be more readily understood.

Such are the causes which have brought about the scarcity and the advance of from 20 to 25 per cent. in unembroidered handkerchiefs. Unfortunately there are still further causes for trouble with regard to hand-embroidered lines. This work of hand-embroidering, of course, is done largely by the peasant women of Ireland. For years it has been a recognized source of income for the Irish family, and it was indeed a careless mother who did not teach the art of hand-embroidering to her daughters. All the Irish peasant women's odd moments have been occupied with this work.

Here, also, the war has brought a change. With so many men in the divisions at the front, or in training, it has been necessary for the women of Ireland to go into the fields to attend to harvesting the crop. The result, of course, has been a tremendous interference with the amount of embroidery they have been able to do for the handkerchief mills, so that hand-embroidered handkerchiefs are exceedingly scarce. It is almost surprising that the advance in price with regard to this line has not been much greater. Here, too, from 20 to 25 per cent. is the increase which has been brought into effect.

There are some firms in Canada who placed their orders for this line well in advance. For the stock which they wanted to receive in September or October this year, they placed requisitions in September or October, 1914. Other concerns on the other hand followed their old practice of putting in orders for what they would need this fall, during the early summer months. The result is that they are still waiting for what they want. At least they are not getting complete lines.

Hints at Other Causes

It is hinted by some that there is still another cause for the present delay in connection with handkerchief receipts. Many handkerchiefs now on order were ordered at the better price which obtained before the war began to make its effects felt. The manufacturers, it is said, now feel that in view of the fact that they have to pay more for flax, and perhaps—also for labor, that they should receive a higher price than this. Therefore they are not—at least so it is said by some—putting themselves out materially to fill these old orders. Under ordinary conditions the Canadian handler would ask that the order be cancelled. Should he do this now he would be playing into the hands of the British manufacturer.

Attractive trim of sweaters and sweater coats by the T. Eaton Company, Toronto.

A WINDOW TRIM THAT APPEALS

For some reason or other—and we have never been able to find it out—most men's wear men fight shy of window trims which deal with sweater coats. It may be that the accepted idea is that such a trim demands accessories in the shape of models and so forth. Whatever the reason, the fact of its being unusual remains. Here we show a trim by the T. Eaton Company, of Toronto, which is mighty effective. Several sweater coats are used and are draped nicely. Four models are used and a number of golf sticks. We submit, though, that it is not these things which make the effectiveness. The trim could be developed by any retailer who has a fairly good window —not necessarily a large one—and who can drape a coat nicely, and above all, give his trim lots of space. Sweater coats now and from now on for some months will be in request by your customers. They lend themselves to a display now and then. Try it! There's profit in it for you.

DIGNITY AND HARMONY IN N.Y. WINDOWS

How the Passing Show Goes in Gotham's Shops — Catering to the Every Moment — Some Ideal Trims and Why They Are Ideal

Special to Men's Wear Review by MacLean, New York

Office of Men's Wear Review,
115 Broadway, New York.

THE drift and shift of fashion in this country is necessitated, to a certain extent by the fact of four separate and distinct seasons. Secondly, this is a country where, unlike Great Britain, men pay a good deal of attention to passing fancies and recurrent event-days. Thirdly America, we may fairly submit, has now taken unto herself the position of standing on her own feet as a fashion-setter. We have, in this year of our Lord, what we never had before, i.e., a peculiarly American-dressed American. This makes very certainly for much production and many products and "something new" being supposed, to be the cry of the man, is perennially there for his adoption.

In this connection it is axiomatic to say that window art is not all skill in posing but ability to keep the public interested, which requires constant change. October brings forth its annual influx of new goods. Are you making this fact known through your windows? Are your trims worthy "Ambassadors" of your principles and the character of your merchandise? These are important questions that have to do with success in selling. The trouble with some display men is that they know what ought to be done better than they know how to do it, and with others it is just the opposite. In either case it is impossible for a shop to be properly represented before the public.

Dignity and Nicety in Trims

Evening dress accessories are well shown in the window here pictured through the courtesy of Franklin Simon & Company, New York. Dignity and refinement are particularly emphasized in the centre unit. The waistcoat is perfectly adjusted to a detail and the shirt and other accompaniments are also displayed with scrupulous nicety. By gathering the skirt of the shirt tight around the stem of the form stand and from that point continuing the pyramidal design by flouncing white linen in a careless effect over the base, a most attractive unit is produced. In fact the success of the trim is largely due to this imposing centre unit.

The black silk half hose and jewelry posed on the foundation stand out in strong contrast against the white. Both shirts evidence a trend of evening for starched bosom and cuffs of piqué. Attention is also called to the good use made of the mufflers as a decorative as well as practical exhibit. Another pleasing effect is produced by introducing the box of collars seen at the right of the centre unit.

Flannel shirts and cravats are the main items of inter-

Flannel shirts and cravats arranged to specially feature color scheme.—Weber & Heilbroner, New York.

Franklin, Simon & Company's idea of attractive posing of evening dress-wear.

est in the next window from Weber & Heilbroner, New York. Round glass shelves are used for the shirt units and pedestals draped with shirting material, matching the garments, are used to elevate the shelves to the desired height. In each instance the shirt is posed over a square of cardboard with the sleeves arranged somewhat rakish in effect, which is one of the best ways of treating the sleeves when soft cuffs, such as silk and flannel, are shown. The color scheme of the shirts and cravats adds much to the interest of this display. Helio and tan are seen on the left, blue and gold in the centre and sulphur yellow and green on the right. The stripes in the shirts are not conspicuous but the colorings of the four-in-hands are very striking. The pillar of cravatting silks, seen in the rear, is formed over a high cross-bar stand.

When it is desired to feature attractive colors, a window should never be crowded. There should be ample space so that each effect is silhouetted distinctly as here shown; it is the only way to bring each color into prominence.

Soft hats, as displayed by Gimbel Brothers, New York, make an attractive picture. This unusual trim occupies a fairly large window. More space is covered, it is true, than is available in the average shop; nevertheless several of the features are adaptable to any size window. Instead of the stereotyped symmetrical hat trim, or crowded display, a most unique decorative scheme is employed. Furniture, including a table, chair and hat tree of carved wood, is used as fixtures. The background, floor covering and table lamp all reflect the richness of Autumnal colorings. These tend greatly to accentuate the appropriate character of the goods shown.

Hats of many Fall shapes and shades are on view. Many of the poses are somewhat careless in effect, but if you were to analyze the general scheme of treatment it would be seen that both space and balance has been carefully weighed. The table trim itself would make a picturesque interior display or it could be woven into a clothing trim with good effect. It certainly must be admitted that the hats, in the window I refer to, look most inviting and natural, being associated with house furnishings.

Large stores have some advantage over specialty shops inasmuch as they can draw from various departments for their window trims. One of the most recent impressive showings of this type consisted of three complete outfits from hat to shoes, including business dress, afternoon dress and evening dress exhibited in separated compartments. A soft olive felt hat and a pair of tan cape gloves with black embroidered backs formed one of the units; a fancy madras shirt with white ground and dark green stripes, a cravat of green, purple and tan striped silk, a smart cutaway collar, a fancy handkerchief and the necessary jewelry were included in another unit; a brown checked sack suit, high russet shoes and dark green half hose were grouped together. This completed the section of business requisites. That the other two compartments were equally interesting goes without saying.

Maclean
New York.

Get Your Shaving Tackle Here

New York, Oct. 7th, 1915.—There are many ways in which the New York men's wear stores 'have it over' Canada. In some ways we Canadians venture to think that we 'have it over' little old New York. But as for the former, here is an instance.

I spent some considerable time in the Rogers Peet store in New York. These people have four stores and all of them are remarkably alike for their effective service, their attractiveness both inside and out, their catering to the smart man, and the size of their business. I was lucky enough to come across one of the men in the company who does a good deal towards carrying on the success of the Rogers Peet and Company, and the name of this gentleman was Mr. Elphe.

"The reason why we think we have been successful in New York as men's wear stores," said Mr. Elphe to me, "is simply that our motto from first to last has been 'All things to all men.'"

From "Soup to Nuts"

"When you come into this store as a customer you can buy anything here from a dress overcoat down to shaving soap and take in such things as a leather cigar case or a briar pipe or a scarf pin which you would usually go into other kinds of stores for. The fact of the matter is that the management of the Rogers Peet Store in New York have determined to make their shops such places that a man may get everything he wants there from 'soup to nuts.' For instance, if a man comes in here who is just about to go camping in the Adirondacks; isn't it a good deal better for us to be able to sell him everything he wants than for him to have to wander through half a dozen stores in search of different articles of apparel and outfits? Here he can come in and get his camp, his warm clothing, and all the rugs he wants. As to personal attire he can get everything in the way of a camping suit, woolens, cap, boots, and every mortal thing; probably he wants a pipe to take away with him and he can get that in our store too. In fact by the time he has walked through one of the Rogers Peet Stores if he has not go everything that he needs pretty well in the way of an outfit for his camp it is not because we have not done our best to look after him."

While I was in the store I came across possibly one of the most interesting things and that was that the Rogers Peet people handle shaving accessories. This is somewhat astonishing. I believe you can search pretty well through Canada and you cannot find many stores, although there are some, which handle shaving accessories. Yet after all, as Mr. Elphe agrees, where is the most natural place in the world to buy shaving accessories if it isn't a men's wear store? I put this up to Mr. Elphe.

"That's so," he agreed laconically, "if a man cannot buy a stick of shaving soap or a safety razor in a men's wear store where he goes to buy his collars and his ties, his pyjamas, his shirts, it's an amazing thing. It seems to me the apposite and apt happy-hunting-ground for a man to pick up little accessories like shaving tackle."

Success With Shaving Tackle

"Now we have had tremendous success in our store here selling shaving tackle. It is just one of the little things but it all means revenue."

Mr. Elphe took me round the store and demonstrated. In one or two corners, just out of the way and yet just in the way, so that a man would not fail to see them, were little counters containing shaving soap, tooth brushes and tooth powder, safety razors, strops, and the like.

"Now our policy," said Mr. Elphe to The Review, "is to mention a little thing like shaving accessories to a man if he is in the store and has bought a suit or possibly a shirt or pyjamas or anything like that; we train our salesmen to lean over the counter and say before he goes out, 'Now what about a stick of shaving soap or a safety razor?'"

"Is it possible to estimate what you do in the course of a year in that?" we asked Mr. Elphe.

"Well it isn't possible to arrive at the exact amount," he returned. "But in the aggregate, at each of our stores it must be considerable. You see here in the centre of the city we have not only a big trade from customers that we know will come to us but also a big transitory trade. It is the most natural thing for a man to walk in one door of our store spend a little time and walk out at the other. There are lots of salesmen here to see that he does not walk out without taking something that we have to sell. We find it more easy, of course, to sell a stick of shaving soap than it is to sell a suit. Look at the difference in the price. For that reason I think that we do a big business in shaving accessories.

"The average men's wear man in Canada does not seem to appreciate that shaving accessories are certainly a mighty good department of his business if he would only develop the trade. Of course if there are not many stores in Canada who handle it you have got to blaze a new trail, but it ought to be the easiest trail in the world to lay. As I said before there is no store which I can think of which can more naturally and more aptly handle shaving tackle than a men's wear store. The average man would expect to find that he can buy a tube of tooth powder or a safety razor at the store where he buys his linen and if he hasn't been trained to look for them there it ought to be a cinch to teach him. Here in New York I know that we are not the only people to do this. It is a regular thing here for a man to be able to figure out when he is down town buying a hat or a scarf or a cane or anything like that he can stay right in the same store and pick up a shaving strop or tooth powder."

"You see," went on Mr. Elphe, "it is all part of the big idea, 'all things to all men.'

A Window That Got the Business

A window which may be called a double-service window is here reproduced. It is by W. A. McCullough, of Toronto, who says, as to his manner of trimming, and the results it got: "The display was made by W. B. McCullough. The background is made of Beaver Board with a panel put on the surface. The sub-ceiling consists of crepe paper and is curled to give a neat effect. The display was a huge success to us. We sold completely out of both the shirts and the ties in four days and it also gave us a chance to introduce some of our other lines, which was the object desired."

We are not surprised at the success of the window. Its outstanding quality was its neatness. Though it had lots in it, it was not crowded, because the arrangement was attractive. We are always glad to show windows of this character.

BOYS' BUSINESS GROWS WITH THE BOY

Not Only Profits Which Come From Selling Boys' Clothing Are of Value to Men's Wear Dealer—But More Still, the Future Profits Which Will Come From Selling the Boy Grown Up—A Satisfied Boy Customer Means a Regular Young Man Customer a Few Years Hence.

Special to Men's Wear Review

"The child is father of the man."

Some poet, the name doesn't matter fortunately, made this sage observation some years ago. Bringing his remark down to the men's wear business, in which all of us are so keenly interested, he simply meant that what the boy thinks the father to a great extent will think—as a boy is led to wear a certain class of clothes, so the man will wear such clothes—in short, that the business which men's wear dealers are able to do with the young men and the middle-aged men and the young old men of to-day, depends to a large extent on the way the boy is led to regard clothing.

We all know how there will come back to mind occasionally bits of poetry or songs which we learned in the early forms of school. We also remember, perhaps, how we still have a prejudice against a certain line of apparel, a prejudice which has been with us ever since we were boys. Now there is no denying these facts, but there is some use in considering them, and looking to see what application may be made of them to result in bigger business for us.

Business to Hold

The very obvious application seems to be that if a merchant gets the boys' business, it is very likely that he will hold this boy's business during the years the boy is growing into a man. If he sells the boy his knickerbocker suits, he is almost certain to sell him also his first long-looked-for suit of long-pant clothes. Every man, the writer believes, realizes what a tremendous impression that first long pants suit makes upon the boy. It is eagerly discussed in advance, and eagerly bought. Then it is worn, very shame-facedly, but with great inward pride. It makes an almost indelible impression on the mind of the youth. The manufacturer's name, the style, everything about that suit is very important to him, and there is no wonder some of the big manufacturers frequently spend large sums of money to advertise the lines they have suitable for the youth just about to get his first suit with long trousers. These manufacturers know that if it is their suit, which is a boy's first long-pant suit, and if the boy finds it gives satisfaction, he is almost certain to buy that line again and to keep on buying it for years.

If you all agree so far, there is established the common belief that the boy's trade is very well worth while. Nevertheless, it must be stated objections are raised to this line by those who do not stock it. After consulting with a number of dealers, the most common objection seems to be that the mothers buy the boys' clothes and not the boys themselves. Hearing this objection, in the same words almost, two or three times, the writer made a point of going into this, not only watching events as they are to-day, but harking back to the days when he was somewhat younger and recalling what was the case with him—not only this, but getting from others the stories of the purchases of their suits when they were boys. From the information gathered, it seems certain that the contention made, namely, that the mother does the buying of the boy's clothes, is to a great extent correct. This, however, does not imply, when the facts are carefully considered, that the boy's clothes are bought in the store which the mother usually frequents. As a matter of fact, the buying of a suit of clothes for the boy is in the majority of households quite an event. The boy is not taken along with the mother on one of her shopping trips and a suit of clothes bought as an aside. When that suit is to be bought, it is the big thing, and often little Willie is summoned home from school somewhat early to facilitate the necessary purchase; or else a part of the long-looked-forward-to Saturday is used. **And the store selected for the purchase is the store which the mother has been led to believe is the one in which boys' clothes may best be bought.**

Another argument which has been advanced to explain failure to devote more attention to boys' lines on the part of those who are passing up this business, is that they only have a certain amount of room and that they cannot afford to devote this valuable space to the boys' lines. In the present day, when so many space-saving devices are to be had at such reasonable figures, there does not seem to be a great deal in this argument. A sufficient stock to carry

"THE BIG 22" FOR CLOTHING VALUES

Greater Bargains were never Offered in Boy's Clothing

MOTHERS! who have Boys to Clothe, then by all means, Don't Overlook this Golden Opportunity. A Collection of Last of Bargains that is unparalled in the History of Modern Merchandise. It may be hard to believe that a Big Concern like this would sacrifice such an immense stock, but it is the Gospel Truth and all we ask is a visit which will convince you of the Low Prices which prevail during this Great Sale

Boy's Suits Red Tag Sale	$1.95	Boy's Suits, Worth $5.00 and $5.50 Red Tag Sale	$3.95
Boy's Suits Red Tag Sale	2.49	Boy's Suits, Worth $6.50 and $7.00 Red Tag Sale	4.95
Boy's Suits, Worth $4.00 Red Tag Sale	2.95	Boy's Suits, Worth $7.50 and $8.00 Red Tag Sale	5.95

Boy's Odd Pants

Boys' Rocker Pants, Dark Tweed Materials, Warmly Lined. All Sizes Red Tag Sale 49c.

Boy's Odd Bloomer Pants

Fancy Tweed Materials, Dark Grey, Brown and Mixed Patterns, Plain Worsted Grey. Red Tag Sale Price $1.00 and $1.25 Red Tag Sale 79c.

Boy's Extra Quality Bloomers

Neatly Tailored, Safe and Big Pockets, Stylish Faced Materials, Fine Worsteds with Pockets as Illustration. Red Tag Sale 98c.

War Price on Boy's Overcoats

Russian Overcoats, Worth $3.00 Red Tag Sale	$1.95	Boy's Ulsterette O'Coats, Worth $5.00 Sizes 2½ to 10. Red Tag Sale	$3.95
Russian Overcoats, Worth $4.00 Red Tag Sale	2.95	Boy's Ulsterette O'Coats, Worth $7.00 Sizes 2½ to 10. Red Tag Sale	4.95

Other Overcoats for Bigger Boys at $3.95 and $6.95

Bargains in Boy's Furnishings

BOYS' SWEATER COATS. Good Quality Wool Sweater Coats, Worth $1.00. Red Tag Sale Price 79c.

BOYS' LEATHER GAUNTLETS. In Tan and Grey, with strap at wrist. All Sizes Red Tag Sale 49c.

BOYS' UNDERWEAR. Fine Ribbed Fleece Shirts and Drawers. Regular Red Tag Sale 25c.

BOYS' WOOL AND LEATHER MITTS. Wool Ribbed Wrist. Worth a good deal more. Special Red Tag Sale 25c.

BOYS' NECKWEAR. A Good Quality Length Four-in-hand Neckwear. Special for Boys' Red Tag Sale 10c.

BOYS' SHIELD SUSPENDERS. A Good Quality Leather Suspender, Improved Shield. Special for Boys' 25c. Red Tag Sale 49c.

Good News for the Workingman

Men's Tweed and Worsted Pants, neatly made in the Season's Newest Styles. The Better Grades have all the Latest Touches. Men's Dark Worsted Pants Reg. $1.98 value Red Tag Sale 89c.

WORKINGMEN'S SPECIAL. A Good Serviceable Working Pair. In Dark Grey Cassimere. Strongly Made Materials. Strongly made. Reg. $1.75 Value. Red Tag Sale $1.29

ANOTHER PANT BARGAIN. Dark Striped Worsted Materials. Side Straps, 2 Side and Hip Pockets. All Sizes. Reg. $2.00 value Red Tag Sale 1.49

MEN'S HIGH GRADE TROUSERS. Neat Striped Worsted Materials, Nicely Tailored with all the extra touches. 5 Side, 2 Hip and Watch Pockets. Reg. value $3.00 Red Tag Sale 2.49

Men's Overalls Reduced

Work Or Quitter. Special. Good heavy quality. Solid Blue Denim or Plain Blue Black and Blue and White Stripe. Reg. $1.00 value Red Tag Sale 79c.

Men's Tweed Vests

Tweed Back and Plain Stripe Worsted Fronts. Worth up to $2.00 Red Tag Sale 49c.

Ordered Clothing Department

MEN!

Look! Read! Consider!

20 Per Cent.

Discount will be allowed on all Tweed and Fancy Worsted Suitings during this great Sale

100 Suit Lengths to select from. Come in and select your Spring Suit Now AND REMEMBER it will be made up to your measure, on our own premises, by expert Union Tailors and suit as if you paid the Regular Price for it. This offer is good only during RED TAG SALE

Select Yours Now

WILES & QUINLAN

SUCCESSORS TO J. STANLEY

Giving the Boy's Department the place of prominence in the newspaper ad.

on a big business in boys' clothing, could undoubtedly be carried with every little demand on the floor area.

In any event the arguments against the boys' clothing being sold in men's wear stores, are all weakened—in many cases they are entirely broken down—when is considered the insurance value of the boys' business. There is little doubt that when a dealer secures the boys' trade he has practically secured the purchases of a man, three, five or ten years deferred. Of course, it is true that the boy may move away from the town in which he has been buying his clothing, and then a great part of this advantage is lost. But this only happens in a few cases after all. In this connection it is interesting to consider if moving from one section of a city to another—especially where large cities are concerned—means that the familiarity which the boy has got with a certain men's wear store, and the belief which he has come to have in the proprietor of that store, is lost. Personal recollections come to the front here too, for in one of Canada's very largest cities, the writer recalls one store which made a specialty of catering to the student trade. Because the young men, when students, got in the habit of dealing at this store; because they remembered seeing this dealer's advertisement month after month in their college paper; because they found the dealer not only genial, but capable of suggesting what would best suit their needs; many of them are still coming from all parts of that big city to buy from this man. His store is now rather well up town, and not in the section which they regularly pass, but many, to the writer's knowledge, make all their purchases there.

This seems to be the big point—the point which is being remembered by those who are featuring children's and boys' lines. It is impossible for a dealer to start too soon to make business friends.

It is of course also remembered that while **making friends** for the future through selling boys' lines, the dealer is also **making money.** That is the final satisfying point. This line of boys' clothing seems one which offers especially advantages, building both for future and for present benefit. No wonder that dealers who have gone into this thoroughly are enthusiastic about the trade.

WHAT THEY ARE WEARING IN LONDON

By MACLEAN, LONDON

I AM going to switch round from what I have been saying for two or three months. You people who have been reading my remarks as correspondent for the Men's Wear Review will note that I have commented again and again upon the fact that so many men are in khaki that there have been very few left to buy ordinary suits and overcoats and the like. Nevertheless the time has come now when I should say that though there are still some hundreds and hundreds of thousands who are not in khaki and these men cannot practice economy and hold off buying new clothes for ever.

My tailor told me the other day that business at the beginning of Autumn has picked up quite remarkably. He claims that men have just held off buying clothes as long as they could but they have now been forced again in coming to their tailors and inspecting cloth and placing orders. This seems to be a fairly general state of affairs as far as I can gather from a cursory examination into it and certainly one sees a number of new suits at the clubs and at the theatre-matinees these days.

More Dignity and Conservatism

For the most part we do not seem to have anything very new for Autumn. I think probably the outstanding thing about the new suits is, first of all their color and, secondly an even more pronounced dignity and conservatism and what I may call lack of 'Miss-Nancyism' in cut. First of all as to cloth: it seems to me that an extraordinary number of men are wearing blue serge. Probably this is part of the movement which I have remarked on before this towards darker clothes on account of the war and its sobering influence, but at any rate numbers of well dressed men here are wearing blue serge. Many of these suits are cut double-breasted, but in the case of those which are single-breasted the movement seems to be towards a longer vest and a narrower and long and slender lapel. My own tailor tells me that this movement has been started, he thinks, by the dress of some Americans who are here playing at the theatres, or who are to be seen in the streets and partly also because we were entirely sick of the very wide lapel. From what I can see of Men's Wear Review this seems to have happened in Canada and the United States too. By the by, I think it is only fair to say—and my tailor agrees with me—that we are now in many cases taking our fashions from America although not very long ago America used to take them from us. I think this is the beginning of a movement which will last. Certainly the narrower lapel and the reversion again to a roomier suit (after it has swung to the other extreme) comes from your side of the herring pond.

The Newest Collar

I dropped in the other night to the Vaudeville Theatre and beheld Mr. Noel Arnold as 'Charley' in the American farce "Kick-In." I was particularly struck by a collar which was wearing and for this reason; I saw the identical collar on Lord Crewe who was walking in the Mall a day or two ago. This collar, by the by, is of a style that Lord Crewe has worn for many years and seems to swear by. It is cut perfectly straight and square at the bottom, is fairly high and looks just severe enough to distinguish a man who is somewhat rigid and formal in day dress. Noel Arnold is a particularly well-dressed man and was wearing with this collar a dark grey cheviot suit and black knitted tie with a pearl pin.

The Chancellor of the Exchequer Mr. McKenna found

time the other day to drop into the Club. He too has changed his collar; he has swung over to the style Winston made popular some years ago which is a poke, butterfly shape, severely and rigidly straight, and of which the leaves are very wide. This collar seems to me always to be a little uncomfortable on a man but I am told, although I never wear this sort of thing myself but it is exceptionally comfortable. Mr. McKenna was wearing his customary black bow tie and as usual the head of the astute chancellor looked like an egg!

With regard to dress suits this Winter there is just a brief note I would like to put in and that is that most of the well-dressed men are wearing a black and plain vest for evening dress. White vests seem to be taboo. I gather this is part of the movement towards conservatism which the war has engendered and many of our men look more like waiters now than ever they did.

By the by, I should also mention that many men who are at home here are wearing plush hats again. The color which seems to be particularly favored is a very attractive olive green and the bow is strictly at the side. No more of your Viennese fashions for us! This hat, by the by, may be had either in a fedora shape or a round near-telescope which the States has produced. But I must say that most of the hats are the fedora shape. The Englishman does not take kindly to the round hat which looks like a cross between a Welsh peasant's Sunday lid and a plant-pot!

Maclean
London

MAKING GOOD ON MILITARY LINES

Turning the Boom in Uniforms to Good Account — Importance of Personal Contact — Circulars That Help—Fifteen Orders a Week.

THERE have doubtless been more than a few retailers in Canada in the Men's Wear Trade who have made good on business to be had in connection with things military during the last year. The number of officers that Canada has contributed to the fighting forces of the British must be considerable and these officers have all had at least one uniform and some of them more than one. It is certain that men's wear dealers all over the country have secured part of this business and this article is designed to show how one man in particular has done it and to point out that this is an opening for trade in which all of us should get in on just as soon as possible if we have not already done so.

Mr. Rollie Hewar of the firm of Art & Rowley, of Guelph, Ont., admitted when we asked him the other day, that he had been very successful in this particular line of business.

"When war broke out," said he to The Review, "I saw that there was an opportunity here for getting back some money that I knew I should lose by this war coming along. I saw that the number of officers who were going from my locality, that is Guelph and around there, was considerable and I knew that these officers had to have their uniforms made somewhere.

Using Personal Influence

"I determined to get after part of this business myself. I figured to begin with that some of these chaps were personal friends of mine. What was more likely, therefore, than that by personal influence, I could secure some of their business. My success, I think I may modestly say, has been considerable and we have frequently taken anywhere from 10 to 20 orders a week with an average—say—of about fifteen.

"I believe in the power of the printed word. I got out a number of circulars and I sent them to the houses of the men who were becoming officers and who had been formerly on my books as customers.

"They brought a fairly large number of replies. I took the measurements of these men and shipped their orders to a house which I was representing and the uniforms came through.

"Then I set about myself, to get as much information as I possibly could as to just who was becoming an officer. When I heard of anybody who had secured a commission I got right after him, just as soon as ever I could and suggested that I should get his uniform made for him and that it would be first-class.

"Of course the thing that most helped me build up the business was the fact that such uniforms as I had already supplied had been acceptable. When a man shortly to become an officer, wanted a uniform, and he saw how well the uniform of Lieut. So-and-So, his friend, had been made, he naturally wanted to get his uniform made at the same place.

"This emphasizes the effectiveness, to my mind, of first-class work as an advertisement. I got far more business, in the aggregate, by the satisfaction which was felt by those who had had the first lot of uniforms that I supplied than I did actually by getting out and seeking fresh prospects. Nevertheless the circularizing and personal contact all helped.

"I believe there is a lot of business to be gotten in this way if the men's wear trade of Canada will get out and get it. It is not to be secured by staying in one's store and merely asking questions now and then, when an officer happens to come into the place. The time to talk about making a uniform for a man is not when he already has one on, but as soon as you hear he is going to be gazetted.

"There has really been nothing to my methods of getting out after this military business excepting what might be summed up in the words 'Get out and hustle.' This has been my watchword."

The Gillette Safety Razor Co. are making active preparations for securing a large share of Christmas business. A safety razor is always a useful and acceptable Christmas gift, and merchants will no doubt display them largely in their Christmas windows, etc. It is a line which men's wear stores can handle readily and with good profit. This year it offers a most appropriate gift to send to a friend at the front. The Gillette Co. are advertising liberally to the consumer suggesting this and in addition furnishing the trade with a handsome display card and other useful dealer helps, which they will be pleased to furnish any customer or probable customer on request.

COMPELLED TO OPEN A BOYS' DEPARTMENT

The John Murphy Co., Montreal, Made Radical Departure a Year Ago, Following Insistent Demands From Customers—Methods They Use for Attracting Business.

THE store of The John Murphy Co., Montreal, is known as a woman's store. It has never catered to men, and there was nothing masculine about it until the demand for boys' clothes became so insistent it was decided, a year ago, to open a juvenile department. This was done, and it was placed in juxtaposition to, and under the same management as the baby's department.

The attitude of mothers towards their boys varies. Some try to keep them babyish until they are four, others want them in male clothing as soon as they are two. For the former there is ample scope in the baby's department; the other can get anything required in the boys' department. An attempt is made here to provide manly clothes for the little fellows.

Using Display Tables

As in most department stores, full use is made of display tables. Being near the elevator, and on a floor frequented by young mothers, this department is in a strategic position for catching the right public. No woman with a boy could resist the temptation to stop and inspect the models and displays of juvenile furnishings which face the elevator.

Several tables are devoted to children's hats. Mothers have in recent years been paying more attention to what their children wear on their heads, and anything nice in hats does not fail to attract attention from the better class. Efforts are made wherever possible to have the hat made from the same material as the coats in stock; for instance, if there is a line of grey chinchilla coats, there is also a corresponding supply of chinchilla hats. It has been found that a woman who comes into the department for a coat, invariably purchases a hat as well, when the opportunity occurs to secure a match. It often happens, too, that a woman is attracted by the hat display, and before she leaves, purchases both hat and coat.

The Murphy way of displaying boys' suits is clearly seen in the accompanying picture, and has many good points to commend it. A really smart model, embodying all the latest features, is placed on a figure. Next the figure is a pile of suits similar in quality, of various sizes. It has been found good policy to include in the pile a range of qualities, and for purposes of getting the size, to try on the best suit first. As a rule, whereas the customer may be staggered at the price of the good suit, she will, if her purse will allow, take the suit in which her son looks the best. The idea of trying on an expensive suit "just to get his size" is a good one, as a good suit tried on is half sold.

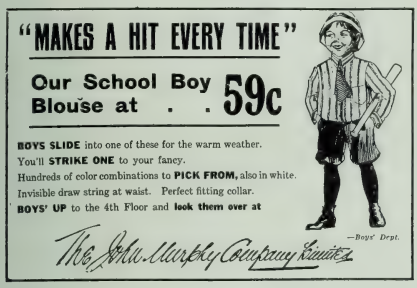
Attention to Making.

In these days of difficulty in securing good cloth, more attention is being paid by The John Murphy Co. to fit. Over the woolen situation they have no control, but they can see that their clothing is made right. In this connection, other things being equal, they give preference to Canadian-made goods, as the price of imported stuff runs high. The hope is expressed by this and many other houses, that Canadian makers of boys' clothes will pay more attention to fit and detail, believing that even though the material is a bit off, a sale can easily be effected when the suit is a good fit. A bad fit will ruin a sale even though the cloth be good. The manager of the department agrees that within recent years there has been a vast improvement in the boys' clothing turned out by manufacturers in this country.

General view of boys' department, The John Murphy Co., Montreal. Tempting displays of accessories in front, with clothing in rear.

Display Everything

One of the features of this store is that practically everything is displayed. It is generally acknowledged these days that goods in shelves do not sell; and that applies to boys' clothing and furnishings as much as to hardware or grocery specialties. As a matter of fact, boys' clothes and accessories are specialties and must be shown if the public are to be tempted.


"MAKES A HIT EVERY TIME"
Our School Boy Blouse at . . 59c
BOYS SLIDE into one of these for the warm weather.
You'll STRIKE ONE to your fancy.
Hundreds of color combinations to PICK FROM, also in white.
Invisible draw string at waist. Perfect fitting collar.
BOYS' UP to the 4th Floor and look them over at
—Boys' Dept.
The John Murphy Company Limited

Type of advertising inserted in parcels by The John Murphy Co., Montreal, to draw attention to their boys' department. It plays on the baseball idea.

In view of this, extensive use is made of tables having large display surface, of models, and of silent salesmen illuminated from within, in which neat displays of better class goods are made. Figures are used wherever possible, as, for instance, in displaying pyjamas and sweaters. This is the time of the year to show these, and the better they are displayed, the quicker they sell.

A large table, very near the elevator, is given over to juvenile neckwear. These are mostly of the knitted variety, in club stripes, of colors representing the local schools. These are not always pretty, but when a fellow has his school colors on, he doesn't care much whether it is pretty or not.

Another table is given over to a display of shirts, which are carried in wire racks exactly like those used in men's store. Sizes are kept for boys from six to fifteen years, and they are mostly of the school-boy blouse type. Nevertheless, as far as the upper portion of the garment is concerned, they are designed on the same lines as men's shirts.

Besides the lines already mentioned, stocks are carried and displayed of collars, belts, suspenders, caps, military suits, great coats and caps and wash lines.

Business-Getting Methods

Like every other line, boys' clothing has its seasons, and when these come along, The John Murphy Co. adopts special methods for getting the business. Use is made of leaflets, such as the one illustrated, which are distributed and placed in every parcel that leaves the store.

When the boys' season approaches, in order to get both the boy and his mother into the store, 4.30 o'clock specials are run. This has been found successful, as it is usually difficult to command the attention of a woman who comes to the store unaccompanied by the one for whom she is buying. There are some women, however, who know exactly what size and color their children require, and give no trouble at all in this respect.

Much depends upon the manager of the department, whether he is acquainted with the boy or not. To succeed in this business, the man in charge must make a point of knowing personally the boys of his customers. He is then able to fill orders even by telephone, with satisfaction.

TELEPHONE SOLD CLOTHES ON RAINY DAYS

Plans Outlined Which Brought Big Business in Boys' Lines — Fine Results Secured From Sending Suits Home on Approbation—A "Preferred" List Regularly Used, Merchant Freely Admitting He Gave Special Opportunities to Those Who Regularly Dealt With Him.

Special to Men's Wear Review

IN this enlightened age dealers for the most part are very ready to pass on information, and to make known a good many of the schemes which they adopt to the end of bringing increased business. It is good that such is the case, for only by getting these business-bringing ideas from the merchants can such a paper as Men's Wear Review throw monthly on the screen a moving picture of business, which will offer suggestions for all. However, some have plans which they do not like to have outlined too clearly for fear of strengthening the hand of their home competition. Perhaps some such secrecy would have been desired by the man who related the following facts, if he had been asked for these facts a few years ago. But a few years make a great deal of difference, and this man, then a retailer, has since been a wholesale salesman, and is now connected with the manufacturing end of the children's clothing business. He therefore has no hesitation whatever in outlining schemes which enabled him, as a retailer, to get large business and to keep getting this large business, even when weather conditions and business conditions generally proved unfavorable. The plans formulated and carried out by this former merchant will undoubtedly offer suggestions for many who are now endeavoring to boost the sales of their children's clothing. In some districts, perhaps, the plans as they stand might be adopted to good advantage. In more, they may merely give suggestions, which will lead to the formulating of schemes which will prove similarly effective in securing and holding trade.

Had a "Preferred" List.

Perhaps the most startling scheme used by this former dealer was a preferred list. Now the name "preferred" has a rather sinister sound, and seems to introduce the subject of party patronage. It must be stated at once, moreover, that the use of this preferred list, as it went on from month to month, brought some criticism; yet the merchant who used the scheme states unhesitatingly that

the plan was sound and that it did him very, very much good and little or no harm.

The preferred list was simply a list of the regular customers of the boys' department. Now when the merchant had a particularly good line or a long line of a certain class of goods, he would proceed with his selling campaign in the usual way; but when a line got depleted, and it became somewhat difficult to make sales because the sizes many wanted were not in stock, then the question of a special offering would come up.

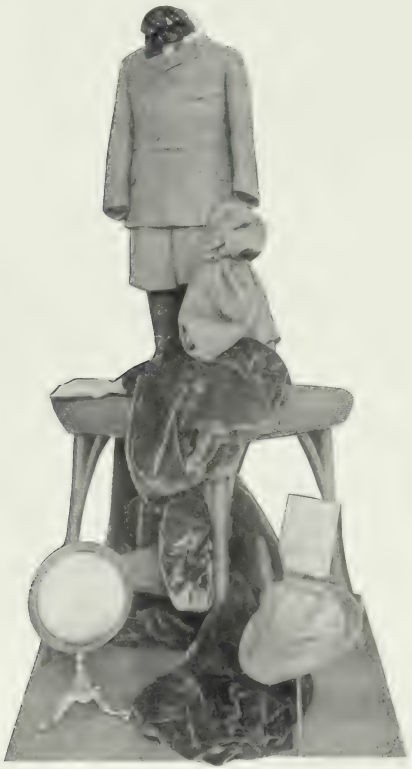
Before this sale was announced through the daily papers, however, the manager of this boys' wear department would get out his preferred list and would write the mothers whose boys the store was regularly supplying with their clothing. The letter would go something like this:

The Style of Letter Used

"We now have some particular values to offer—suits which usually sell at from $10 to $12, which we are about to put on the market at figures ranging from $6.50 to $8.50.

"Before publicly announcing the sale of these goods which are in sizes ranging from — to —, we have decided to call the attention of our regular customers to the line.

"We would be very pleased to show you these suits and to have your boy try them on if you are interested. Trust you will drop in before Wednesday, when the goods will be put on general sale."



A unit trim of boys' "stuff" helps once in a while.

It is said that scheme brought very many mothers to the store with their boy in hand. It also brought many sales, for the goods of course were exactly as stated in the letters announcing this preferred sale, and to anyone who was feeling the need of a suit, or who expected that the need of a suit would be felt before long, a very strong appeal to buy was made.

A preferred list, also, as has been indicated earlier, brought some complaints—some insinuations, in fact, statements which went much beyond the form of an insinuation—that the store was playing favorites.

One lady, for instance, dropped in to see the manager, telling him frankly that she had been in Mrs. Blank's home, when the letter announcing that Mrs. Blank would have a chance to look over some boys' clothing before they were put on regular sale, came through the mail.

What One Woman Said

"Now," said this visitor to the manager, "do you think that is fair? It seems to me that my money is as good as Mrs. Blank's and you seem to think not when you send her a special letter, announcing a special opportunity to look over your suits, while I have to wait till I see your announcement in the paper, and then, as I now know, the stock on sale will have been already picked over."

What would you say under these circumstances, Mr. Dealer?

What the merchant who was carrying on this perferred list said is about as follows:

"Your money, madam, is just as good as Mrs. Blank's, but we do not get as much of it. We frankly want to encourage Mrs. Blank to continue getting all her goods for her boys here, and to keep her buying thus largely, we want to make her feel that we have her interests at heart. Now, you are coming in here whenever we have a special sale, but are not buying all the clothing for your children with us. We feel, and we believe we are right in feeling, that we should give Mrs. Blank the first choice on any particular values which arise."

What was the result of this frank talking? Did the merchant lose the custom of the complainant? He says not. He says that such may have been the case in one or two instances, but that in many more instances, his preferred list led women to make all their purchases at this store, so that they would be put on this preferred list and get the first choice of these special sales as they occurred.

Harm Often Done by Canvass

Every man who has been in business realizes the harm done to trade when a rainy day arrives. This improves the sale of raincoats and umbrellas, but this is not reparation enough for the fact that it keeps many people away from the store.

There have been times when every dealer has pondered deeply on this—how to make rainy days good business days. Now when this problem presented itself to our former retailer he found a solution. It may be a solution which others can adopt with equally good results.

The solution was simply the formation of a rainy day list—an adoption, as it were, of the scheme whereby the preferred list was established giving the regular customers a first chance on all special offers. It was a list of particularly good customers.

Let a rainy day come along and this merchant would take down his rainy day list. He would go over this carefully and would also go over the records he kept which showed exactly when each women on this list had last bought a suit for her son. The result of this scrutiny would be the selection of perhaps 12 or 15 names which would seem to the Manager those of women who might be ready to consider a purchase.

With this selection made from the big rainy day list, the Manager would himself sit down at the telephone and would start calling these patrons of the store. Here he would use great care. There is nothing many will agree which does a store so much harm as to have those connected with it constantly nagging at the people who do business in it. On good authority it is said that 'a soft answer turneth away wrath' but a soft inquiry over the telephone as to a purchase will sometimes stimulate wrath. If a woman is called away from her work, or from some entertaining, to be reminded that certain goods are on sale, she is frequently annoyed and great harm is done.

Now this merchant realized this fact very well, and was always exceedingly careful how he took up the question with his rainy day patrons. Many of these women were in very comfortable circumstances and had maids in their homes. Frequently it would be the maid who would come to the telephone when the Manager called up, and of them he would ask if Mrs. So-and-So was busy. He would say that the matter he would like to discuss was not important, and if she were otherwise employed there was no need for her to come to the 'phone. This introduction worked two ways. In some cases it did result in the maid returning the word that Mrs. So-and-So was busy at the time and would the gentleman call up a little later. In other cases the form of address aroused the curiosity of the lady, and brought her to the telephone in an expectant frame of mind.

The mother of the boy to whom the Merchant was anxious to sell clothes once at the telephone, the merchant would then proceed somewhat as follows:

How the Offering Was Made

"Mrs. So-and-So," he would say, "we have just got in some new goods from one of our best manufacturing houses. I have been looking over the line, and it seemed to me that the class of goods is of a kind you would like to buy for Jack—the merchant always knew the name of the son for whom the clothes might be bought—I therefore thought I would call you up and if you were not busy, mention this line to you.

Here the mother of Jack would frequently remark that she did not think any clothing was required at the time. Whether she did or not, however, the merchant would remark that he had taken the liberty of selecting two or three of the suits, in a style and size which he thought would be suitable for Jack, and was sending them up on approbation. He said that she would look these over and perhaps Jack could try the suits on, then, if upon seeing them they did strike her as suitable, she could keep what was required and return the balance. If none were needed at the moment the store would send a boy in the course of two or three days to take them back.

The fine results secured by this means, it is said, could hardly be imagined. "You know," said the former merchant, "a great deal of the clothing is really bought in the evening." "The mother comes into the store and selects what she thinks right, but very frequently two or three suits are taken home, and after the evening meal is over, when the family goes into Committee of the Whole, as it were, Tommie or Johnnie dons these various suits and then the opinion as to their fit, style, and general suitability is given. Now by our scheme of sending these suits up to our good customers, we took advantage of our knowledge as to the part father plays in a purchase. The mother might not at first be particularly interested in the clothing submitted for approval, but the son would be certain to put some of the suits on for the inspection of his father. The result, anyway, was an amazing number of sales growing out of this rainy day campaign of ours."

Still one other scheme which this man adopted seems to offer splendid possibilities of general and result-bring introduction.

"I always tried to sell what I called an insurance suit," he said, "What I mean is, that when a woman would come in for a suit I would endeavor to get her to see the advisability of buying one good suit, and would bring out the point that clothing had undoubtedly a big effect on the feeling and probably on the conduct of her boy, and that it was worth while to put good clothing on him. Then I would bring out another point, namely that she could save a lot in a clothing bill by getting him to change his clothes when he came home from school every afternoon. I would recommend that she buy a cheaper suit for this purpose—something with good cloth in it which would wear well, but which would not be so expensive as the suit in which her son would wear to school."

Now, while it is certain that these schemes will not all fit any one dealer, since conditions so alter cases every dealer having to figure out his own problems, yet it does seem that there are suggestions here which very many might take up. The facts here recorded were simply results achieved by a man who believed he had something worth selling, and who deliberately set himself to thinking out the best means of getting the business. The points raised will repay very careful consideration.

"ANNOYING"

Algy: "Do you mind taking that tie out of the window?"

Salesman: "Certainly! Always glad to oblige a customer by taking anything from the window."

Algy: "Thanks awfully! The bally yellow and purple mixture annoys me every time I pass."

J. Fisher Grant has built himself a fine new store in New Glasgow, and moved into it this week. It is described as one of the most modern and attractive mercantile buildings in the Maritime Provinces.

MEN'S WEAR REVIEW
THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE
Published MONTHLY
135/35 University Av TORONTO CAN

VOL. 5. NOVEMBER, 1915 No. 11

SERVICE

THE first few pages of this issue are devoted to an article, "Up and Down Broadway," which deals, as exhaustively as may be, with styles seen in New York at this present. We spent a week in New York, and worked hard to get this and other material—this latter more on the selling end of things from an American point of view—for our readers. The style news may, perhaps, be more acceptable because of the fact that it was gathered by a Canadian who went down to New York from Canada, rather than written by a resident in Gotham, with the American viewpoint only. Every month, of course, MEN'S WEAR REVIEW has the fullest and best style news of the moment. "Up and Down Broadway" is a complete resume which is intended to supplement our regular matter. In brief, it is that "something more" in the way of service which this paper believes in rendering. It is not enough for us that we should give our readers a good service: nothing less than "the best" satisfies us. The article "Up and Down Broadway" is just another proof of that.

THE BOYS' TRADE

WE HAVE always hammered home our conviction that the boys' trade is at once not well enough looked after and undoubtedly worth while. This issue sees us hammering just as hard. In a way this issue is a special Boys' trade number. We advise our readers to read carefully the articles dealing with this important part of their business. The subject has been handled in an all-round way. There is an article showing why this trade should be sought and built up, how it has been sought and built up, and suggestions and style news which may prove practical aids to those who, at present without this worth-while adjunct to their business, may wish to instal a boy's department at once.

It seems to us that the value of the boys' department is best summed up in the sentence at the commencement of one of the articles in the number, i.e., that the child is father of the man. We have repeatedly shown in MEN'S WEAR REVIEW that the retailer who really interests the boy when a boy will, given reasonable conditions, keep that interest when the boy has grown up into a man. The installation of a boy's department needs no ampler reason.

There is one other reason, however, for the importance of the boys' trade at this present and that is that Christmas is in the near offing. We devoted considerable space in our last issue to pointing out that this would be the Christmas of the Useful Present. In this connection it seems entirely reasonable to suppose that this will certainly apply to boys' presents. Many parents will find their inability to spend money on their children in the way of other than useful gifts, and will decide that a suit, an overcoat, some shirts and the like will be the best present, this Christmas, for the boys.

This is a distinct opportunity. The men's wear retailer should make good on it. By advertising and window-card suggestion, by display and personal direction, he should point out to his customers reasons for the purchasing of boys' clothing and the like—that is, if he sells them. If he doesn't—he should commence right away to instal some sort of stock and build up a boys' department. He will find it pays as a business resource.

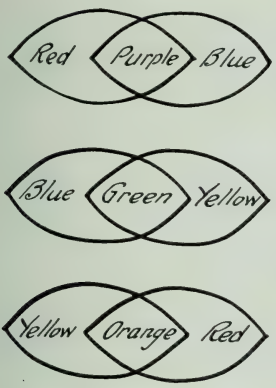
SEIZING THE TOPICAL

IN THIS issue of MEN'S WEAR REVIEW we are giving the experiences of an Ontario retailer who has made good by seizing on the topic of the moment, and catering to it. We refer to the boom in things military. At any time like this when war is an omnipresent, as well as a tremendous fact it is impossible that we can neglect it. Our newspapers are full of it; our people never for a moment unconscious of it. It is, in fact, *the* topic. All of us have been made aware of the darker side of war; the avenues of trade closed, the bother and trouble of getting certain goods; the more than a bit extra to keep oiled the axle of business, which is confidence. It is well, therefore, that we should seize every chance for seeing the brighter side. We should make much of those opportunities which the war has created.

Here is one, the trade in officers' uniforms and dress etceteras. Every officer who has gone to the front or who is in camp has had his uniform made somewhere. Did you secure any of this trade? Were you the instrument in the making of a single uniform? Did you, in short seize the topical and make anything out of it? The business in outfitting military men has been considerable, and for the present such business is to be had. It will be until the welcome news of peace. You have probably felt, like the rest of us, the impact of war and suffered at one time or another, thereby. Here is a chance to recoup. It is part of a general policy of "getting after business." Orders for the making of uniforms are not to be secured by sitting still. The writer of the article dealing with the subject shows that. But by getting out and getting after this class of business you ought to be able to corral some for yourself.

Cardwriting Made Easy

by R.T.D. Edwards



The above chart shows what primary colors to mix to produce secondary colors.

Fig 1.

IN chart No. 8 we have a continuation of last month's lesson, namely, brush stroke Roman. The lesson a month ago consisted of the upper case and numerals while this month we have the lower case. With these two lessons thoroughly mastered and with plenty of practice you need not be afraid to call yourself a cardwriter and fit to hold down the cardwriting end of any job in the Dominion where window trimming or advertising goes in combination.

This style of lettering is used very extensively throughout Canada and the United States, so no matter where you go you should always have it at your fingers' ends.

There is one thing which should be impressed upon the student's mind and that is the necessity of knowing brush stroke work. A few years ago a great many cardwriters contented themselves with outlining and filling in their work, but things have changed. The strenuous competition in the business world has caused a demand upon the cardwriter for more show cards in a shorter space of time, but the show card for all that must not suffer in appearance; it must be kept up to a good standard.

There lies the reason why the brush stroke lettering has become so popular. With one stroke of the brush the same result is accomplished as by three or four of the old method. This method has solved the problem both for Roman and block lettering. The result is that you can turn out a show card in about one-third of the time previously taken.

The Chart.

"A" is a letter that should be practised diligently as it is used very frequently. It is composed of four main strokes. Stroke four is the most difficult and should be practised many times.

Strokes 2 and 3 of letter "B" are usually made with one stroke of the brush, but it is best that the beginner make two strokes out of it. Pay special attention to stroke 1. It is used in many other letter formations.

The "C" is a letter that can be made very quickly after it is perfected. No spurs or finishing strokes are required.

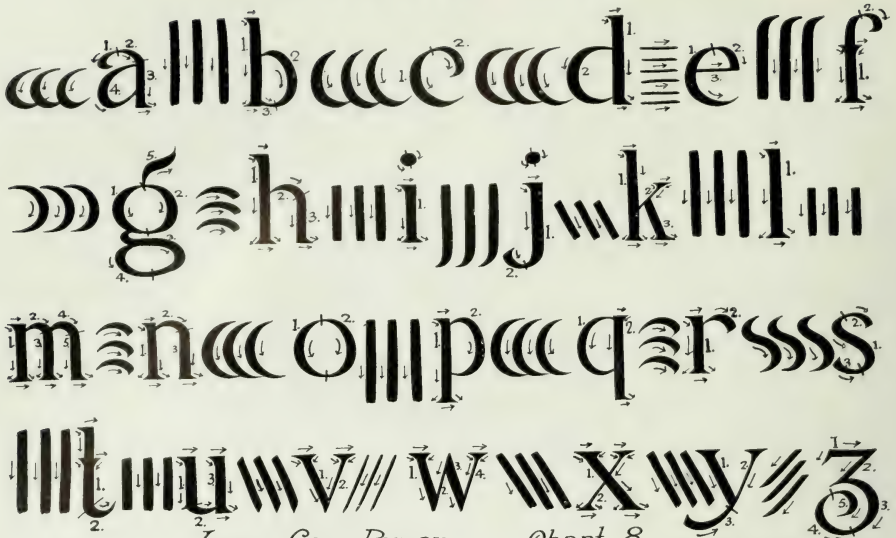
Letter "D" is similar to "B" only reversed. Practice stroke 2 often.

Stroke 3 of the letter "E" is nearer the top than the bottom of the letter. It is made with the side of the brush. Note that stroke 1 of letter "F" starts with a curve, then comes straight down to the lower guide line. Much time should be spent practising this.

"G" is known as the letter of many curves. This letter is made in so many different styles that hardly two cardwriters make it exactly alike. The one here is quite simple. It requires five strokes to complete it. No spurs or finishing strokes are required. Hours of practice on this letter alone are not too much.

The "H" is a letter composed of three main strokes. Strokes similar to stroke one appear in many other letters. The main thing in these long strokes is to get them at right angles with the guide lines. Stroke 2 is one

Exercise Work



Lower Case Roman Chart 8 Rte. Edwards

that needs a lot of hard practice. Start it with barely any pressure on the brush, using increasing pressure until the end of the stroke is reached.

The dots over the "I" and "J" are made with two short curved strokes, both starting at the top and ending at the bottom. These are made best when the paint is low in the brush. Stroke 1 of the "J" should receive special attention. Note the curve to the left at the bottom. Stroke 2 should join this so as to give the appearance of one continuous stroke.

The spur on stroke 3 of the letter "K" should project more to the right than that of stroke 2. Should this be reversed the letter would have an overbalanced appearance. This letter like the "G" requires much hard practice before it can be formed well enough to be used on a show card.

The stroke of the "L" is used in many other letters and needs little explanation.

The "M" and "N" are similar in formation except that the "M" has two more strokes than the "N." Note the practice strokes before the "M." These are strokes 3 and 5 of "M" and 3 of "N." These strokes do not start at the upper guide line but about one-third of an inch below it. The reason for this is to allow room for the curved strokes 2 and 4 to be put in and still not project above the upper guide line.

The letter "O" is made entirely of two strokes with no finishing strokes or spurs. You should practise making this letter quickly. Start and end the strokes with very little pressure, using heavier pressure when the strokes are to be made wider. The widest part must be midway between the guide lines.

The "P" and "Q" in this lower case lettering are just the reverse of each other, with the exception that the lower spur of the "Q" is only on one side of the stroke. Utilize much time and cardboard in the practice of these letters.

The "R" is the same formation as the letter "N" with stroke 3 left off. You should pay special attention to the finish of stroke 2. With practice this can be done by lifting the brush and needs no touching up afterwards.

The same applies to the ends of the strokes of the letter "S." This should be made without the necessity of finishing strokes. Stroke 1 of the "S" is the main body of the letter and is given as a practice stroke. There is no other similar stroke in the alphabet, so you should give this a good bit of your practice time.

Strokes 1 and 2 of the letter "T" are often made together, in fact I always make it that way but beginners should make two strokes out of it. Do not bring stroke 1 to the lower guide line. Stroke 2 must meet stroke 1 about a third of an inch above it.

The "U" is just the letter "N" reversed. The same principle applies to stroke 1 of this letter as to that of stroke 1 of the letter "T." It must not touch the lower guide line.

Room must be left for stroke 2 to curve downwards and still rest on the lower guide line. It is composed of five main strokes. Note the bottom part of the letter extends out further on both sides than does the top.

Spurs.

There is one thing which I cannot emphasize too strongly and that is pay special attention to the making of spurs. The spur must be small and neat. A large clumsy spur absolutely spoils this style of lettering.

The spurs are best made when the color is low in the brush. This enables you to get a very fine line. Try to get them all a uniform size.

The small cross strokes shown on some of the letters on the chart indicate where to start and stop the strokes.

The arrows indicate the direction in which to draw the brush in order to make the strokes the easiest. The usual rule for this is to draw the brush from left to right and from top to bottom.

Fig. 2 gives you an idea of how to go about the practice work. Rule the card with two main guide lines one and one-half inches apart and if the letter you desire to practise is one which projects below or above these lines

then a second guide line should be added one inch below or above as the case may be.

In last month's lesson you will remember I explained thoroughly how to produce your own show card colors without buying them ready mixed, so this month I want to show you how to mix other colors by combining the color which you should now have made up. The red, yellow and blue, along with black and white, as gone into last issue, are the foundation of all colors and shades which a cardwriter needs to use. The mixing of any two of the first three colors named will produce what is technically known as "secondary" colors. Combining red and yellow produces orange. Blue and yellow produce green, and red and blue make purple. While some of these colors can be bought in dry or distemper forms, it is well to know how to mix them.

Green—orange—purple. It is very hard for one to state just what quantities of each primary colors are required to produce the proper shades of secondary colors as the strength of the color depends entirely upon what it is made of and as the makes of color differ so much it is necessary to find out the proportions by actual test. For instance in producing a green, if ultramarine blue is used it is so much stronger than yellow that only a very small quantity of the former is required to get a good shade of green. So the only thing to do is to get actual practice. Mix small quantities at first and keep track of the proportions used and mix large lots accordingly.

While purple in itself is not used as much as the other two secondary colors its use will be shown when it comes to making shades in the lesson of next month.

You might experience some difficulty in getting a bright purple; this, too, depends upon the shade of red and blue used which must be found out by experience.

Orange is a very easy color to mix. Almost any shade of red and yellow will produce a pretty orange color. It is a good idea to keep these colors ready mixed always on hand and in good working order. You can obtain very small glass or porcelain screw top jars about two inches in height from any druggist which are excellent for keeping small quantities of the color ready mixed.

Gossip of the Trade

By C. W. B.

SPENDING most of my time in Eastern Canada, I am able to observe the likes and dislikes of some of Canada's most prominent men as regards their furnishings. Perhaps there is no better place for making these observations than at Ottawa, but taking distinguished men as a whole, and not confining oneself to politicians, there is no better place for seeing how the heads of the nation wear their collars and ties than in Montreal.

Hon. Adelard Turgeon, president of the Legislative Council of Quebec, while on a visit to Montreal last week, underwent scrutiny. There was nothing extraordinary about his clothes, which were neatly cut navy blue, but his collar gave him distinction. It was a straight band, very high, an English collar known as a Fitzwilliam, measuring 2¾ inches. It will be remembered that Sir Wilfrid Laurier used to be remarkable for his high collar, but his was an overlap. Mr. Turgeon's collars turn only slightly at the tips. He always wears a sailor's knot, which was for many years of black satin. Of late he has gone in more for dark navy and pepper and salt shades.

Neatness and Quietness

As a rule, the prominent men of Quebec and Eastern Canada are noted for their neatness and quietness. Take Hon. Mr. Patenaude, the newly-appointed Minister of Inland Revenue: he is remarkably plain in his dress. He wears a double low collar, and gives the impression of liking his neck free. Mr. Patenaude buys the very latest in neckwear, but never wears anything loud; of a new range of novelties he will choose the quietest. He invariably wears grey gloves, usually suede.

Now, Sir Horace Archambault, Chief Justice of the Appeal Court of Quebec, is a little different. He is a short man, and inclined to be stout. In dress he is smart, and has a tendency towards brighter colors, especially in neckwear. However, of late he has been in mourning, and has not worn the club stripes he used to wear. His collar is a rather low wing. He also carries a cane.

Sir Thomas Shaughnessy is never extravagant in his dress. His collar is a staple—a double collar. His ties are always quiet, plain shades of greys. His gloves are grey, and he seldom carries a cane. Mr. E. A. Robert, of the Montreal Tramways, takes nothing but the very plainest and neatest in neckwear. It is usually black and white, and nothing is too good in quality for him. He wears a soft felt hat or a black Derby, according as he thinks well.

Sir Rodolphe Forget is another prominent Montrealer who does not follow the fashions very much in hats; at least, he does not stick to one type. He is often seen wearing a soft, dark green felt, but just as often wears a black Derby. He is almost six feet in height, and goes much in for novelties in furnishings.

The postmaster-general, the Hon. T. Chase Casgrain, is one of the smartest dressers that ever took a portfolio. He is very tall, and often carries a cane. In neckwear, he has a partiality for grenadines, in blue and white, and black and white. His collar is English, known to the trade as a Baden-Powell. He takes great pains in selecting his gloves, which are usually of a light shade, with black backs.

SUITS & OVERCOATS

AT the commencement of this number we are going very fully into the question of present styles from the point of view of who is wearing them down in New York City. We commend this article to those of our readers who are anxious to know anything about styles in suits and overcoats because some of the clothes there described being seen in New York to-day will be seen in Canada some time hence. If it be true that we wear in Canada about six months or a year afterwards the same as they now wear in New York, then we may just as well take the present New York styles for our Spring styles. That, however, would be pushing the thing too far and we may argue that this maxim is not altogether true. Nevertheless, there is something in it, and we suggest that what we are going to say now about Spring styles should be read alongside of the leading article in this number, "Up and down Broadway," and the two compared and made complementary in the reader's mind.

Difference in Spring Styles

We show in this department in this issue two new models for Spring, both of them exceptionally snappy. Yet they are widely different and the difference between them may be said to be the width of range which will be found in the new suits for Spring wear.

As to material first. We understand there will be a great demand for checks in the lighter greys and in some greens but the greys will have the big run. The check which is reproduced is very small and neat and looks very snappy as a lounge suit. It is made in soft, pliable cloth which holds the shape exceedingly well. This suit is the one which is built upon lines which are what may be referred to as more broad. You will notice on consideration of the photograph that the shoulders are showing now a tendency to get back a little bit to where we were a couple of years ago rather than being narrow and stilted as some models have been during the past year or year and a half. Nevertheless we are not going to the other extreme. These shoulders are medium and not in any sense wide and unwieldy. Now as to the other photograph of the suit which we show. This is still built up on narrow lines, although not at all stilted. The lapels here are long and narrow and indicate a style which will have considerable vogue next spring; that is, the tapering lapel.

A smart Spring style. Shown by Wm. H. Leishmann & Co.

Cuffs Optional

The points of the new Spring suits seem to be fairly well defined. To begin with cuffs on the sleeves are optional; we show two models in this number, one of them has these cuffs and the other one has not. They will not, we think, be worn as much as they have been. Neither will cuffs on the pants. There is a lack of definite movement to obviate these but, although as the manufacturers say, it takes a long time to get away from a detail of this kind, nevertheless there is now an unmistakeable sign that cuffs on the pants are disappearing and will not be worn as much. Several of the spring suits are being made without them. Neither are there any lapels on the vest for the new spring suits. That is, in the main. In any style indications or predictions it is always necessary to remember that some men desire things made in their own particular and peculiar way and that no number of style prophesies are going to alter these. Nevertheless in the main there will not be any lapel on the vest.

The vest will be long and more sharply cut than before. We do not mean by this that it will be outrageous, but there will be a tendency to get away from anything approaching the high-cut vest and it may swing a little bit towards the other extreme. The waist will be very high. This is an important point to notice; it is following, and that very quickly, the New York trend, which, as we have explained in our other article in this issue, is in favor of the high waist. The outside breast pocket is again a feature, and once more we record our opinion that it will be a long time, despite the advice of one or two manufacturers, before Canadians do without this ecetera.

Some lower pockets in the new spring suits are cut on the slant and some of them are even curved but for the most part the straight flap is favored. We saw a suit the other day which impressed us very much This was for a little later than Spring

wear; rather, for Summer; it was a blue with a pin-wire stripe, and had patch pockets. There was a sort of a narrow seam running round the edge of the front of the lapels and coat and the shoulders were leaning towards the broad side.

Brown to Be Favored

Now as to colors. It is difficult to say thus far from Spring what is going to have the big run but we understand that many travelers are selling a quantity of browns in warm shades. Some of these have a faint and almost indistinguishable stripe, some are almost plain and some have a very faint check. Greys are again prominent; they never lose their attractiveness for a number of people. Blues are not selling so very well.

In this connection it is worth while remarking the statement made the other day by a manufacturer to Men's Wear Review. He pointed out that this holler about the dearth of serges had been done to death. Serges, of course, are higher, but it is a fallacy to suppose that there are none at all in this country. There are, a great number; to begin with the retailer has a lot; he has heard so much about serges not being plentiful that he has advised his customers now for a year, even when they wanted serge, to buy grey checks or green or brown or any mortal thing except blue serge.

The result is that he has had a bunch of serges left over on his hands and he still has these at the present time. Moreover, this has acted another way too. It has been a bar to the orders from the retailer on the manufacturer for blue serges. The consequence is that at present the manufacturer has got a whole bunch of serges for which he finds no orders at all, that is comparatively speaking.

From what we can gather, from conversations with several manufacturers, it is not the whole fact that there are no serges available. It is true that they are higher and no manufacturer seems to deny this. Nevertheless some of them have very plentiful stocks at present, and they are not finding that there is any requisition on these stocks comparable to supplies. There must be too. as we point out a whole bunch of retailers throughout the country who have stacks and stacks of blue serges which they are unable to dispose of simply because they were scared at first into believing that there was going to be a real famine in serges and so they did their best to dissuade their customers from buying anything in the way of a serge. This should be remedied, serges ought to be pushed again. Supplies are there and the public wants them when it can get them and when they are made available and not hidden away, as if they were something rare and not to be sold.

An attractive Spring suit shown by Randall & Johnson. Note the higher waist and the conservative vest; the shade is brown with a fine wire stripe.

Loose Overcoats for Spring

As to overcoats for Spring; there is no doubt as to whether they are loose or tight for Spring at any rate. They are distinctly on the loose side. They seem to be rather shorter than the loose overcoats we have had during recent seasons and they seem to be built for comfort rather than for snappiness and style. Nevertheless they are very attractive and manufacturers report a big demand for the loose overcoat for Spring already. The chief point about it seems to be that first of all the popular material is a tweed in either light green, light brown or light grey. These are fairly thin coats and fairly light weight but the back of them being made of tweed provides the warmth which can only be secured by a heavier coat. A great many velvet collars will be worn. It seems impossible to shelve this. There have been numerous attempts from time to time but the velvet collar sticks, and we think it will be some little time yet before it goes. As to pockets, these are for the most part upon the slant principle. The horizontal pocket does not find as much favor when it is part and parcel of a light coat as when it is built for a heavier one. Some have the shape of the pocket outlined by a pleat. Shoulders for the most kind are of the Raglan kind and the coat itself, that is the ensemble, resembles the Kimona coat, somewhat, which had considerable vogue last Spring and the Winter before this. Lapels are not as low as they have been. They are more short and more squat, leaving a less opening at the neck and giving a fuller shoulder.

There seems to be a tendency among one or two manufacturers to introduce a leather button to some of these light spring coats, and this is a little addition which finishes off a tweed coat. It has been a rule in England for many years and we are glad to see that one or two people are adopting it here.

The tight-fitting coat does not find much representation for Spring as it has not found much for Fall, compared to loose. It has had much more for Fall, though, than it will have for next Spring and next Spring seems to be the signal for swinging definitely and without any doubt at all from tight to loose.

WHAT IS BEING SHOWN IN TORONTO SHOPS . . . . .

By MACLEAN, TORONTO

IT is a curious thing to see how fashions come and go and then come back again in suitings. I see by Bilton's window that the pin wire stripe in blue material is very attractively displayed. There was considerable vogue for this material some two or three years ago but it seemed to drop off a little last year and this year. I understand from some manufacturers that it is being revived and this window would seem to indicate that that is the case. The stripes are at intervals of half an inch or in another case an inch and in another case they are very narrow and are perhaps quarter of an inch apart. This cloth certainly looks very nice and blue is always a very good thing to wear. It should make up into a very effective suit.

Persian Crepe Neckwear.

At Ely's in the King Edward Hotel there is a very nice showing of Persian crepe neckwear. This is a neckwear de luxe; the patterning is that of tapestry, rather a peculiar sort, supposed to be representative of Persia. All colors can be gotten and very attractive things are made up and in most case half a dozen shades enter into the color scheme. In practically all the samples we saw, however, no loud shades are used. The colorings are soft and very well blended even though there are so many of them. The tie is a four-in-hand shape and makes up into a very neat knot, owing to the softness and adaptability of the material.

We have never been very great people in this country for wearing heavy caps—other than those fur-lined— during the Winter, this is more of an English fashion than Canadian, although last winter there were some Anglicised caps worn in the States, particularly in New York. I see that the Jaeger window is displaying some of these tweed caps suitable for sport wear, golfing, walking and for stormy weather. The cap is fairly big; has a button in the centre; but the material is really the big thing about it. This is of a nice, heavy tweed of a silver grey shade; here and there dotted, after the fashion of tweeds, with blue and red and so on. This cap is certainly very nice and there is one thing about a tweed cap; that is if it really is tweed; it always looks well, for any sort of wear at all.

Bright Colors in Bat-Wings.

Some very attractive stuff in the way of bat-wings is shown in Storey's window. These are fairly bright colors in Mogadore silk. The stripe is cut on the bias. This bias stripe is a new thing this season although it is not particularly new just at the moment.

It has not, however, been very much exploited in Canada although New York ran wild over it three or four months ago. It looks very well done up in attractive colorings with blends such as blue and red with a thin line of gold, and what is more, the material makes a very facile knot. For this reason and because of the chic appearance of the tie it should be a mighty good etcetera for a man who wants to look well in the morning. These bats wings of fairly bright shades are, of course, purely and simply business and morning ties. They could not be worn for formal wear.

Some time ago in this letter, I was discussing the possibility of the popularity of the brogue golf shoe. This so far has only been featured, that is to any extent, by one store and that is Dack's. There are a number of Englishmen, however, who are fond of this shoe and regularly go to this store for it. It is a good accompaniment to riding or golfing attire and I see in their window now a brogue boot. This, after the fashion of the brogue shoe, has the facing around the upper part of the shoe and this is continued on the upper as well. The facing is of extensive pattern and the boot has about four times the usual amount of welting in this manner. The shoes, are of course, laced. It would be impossible to get the brogue pattern on a button shoe.

Something new to me, although I understand there have been some sold in this country before, is a heather green mixture semi-Norfolk coat of wool. Wreyford's are showing this in their store. It is primarily intended for sporting wear but if it is of such texture and such style that it may if necessary be worn for general wear. It is like the Norfolk in cut, except that it has no belt at the back and indeed is made without any seam whatsoever. Down the front the lapel is cut fairly deep, though not too deep. There are four pockets, after the manner of most Norfolk coats but these have no flaps. The material is of a very nice color; it is of a heather green mixture and looks mighty well. There is another advantage with this coat; it must be exceptionally warm and for people who like this sort of thing, it certainly is a very nice model.

The Loose Fall Coat.

I see that the Cambridge Clothes shop has its windows full of Fall models. In this connection I saw one of an overcoat which interested me particularly because of your prediction some time ago in your paper of the loose model for Fall. This is a loose coat, cut fairly short so far as length goes, without any belt and without any waist line so that the thing hangs loosely and gently on the form. It is in no sense an ulster but rather a box-coat. It has Raglan shoulders and the sleeves have a very great amount of room so that it favors in some sort the Kimona coat of which so much has been made by way of prophesy this year. The shade of cloth particularly interested me. This was a nice chocolate brown, a warm color, with a velvet lapel of slightly lighter hue. The pockets were horizontal and had flaps. There was no breast pocket at all and no cuffs on the sleeves. The coat had a wide seam all the way along the front and down the lapels and round the pockets. It certainly looked a mighty nice Fall or Winter coat; it was heavy enough for Winter and compact enough for Fall use.

Next to the vogue which black and white is having this Fall I am inclined to think purple in neckwear will have a good run. In this regard I should say that I saw some samples the other day in Stanley & Bosworth's store. These were four-in-hand, of a very nice deep purple, interlaced with black pattern. The silk was very rich to match the coloring and certainly this color of tie for a year which is essentially a mourning year would make a mighty attractive finish for a man. I notice it ties in rather a big knot and is essentially a big tie.

Maclean, Toronto.

WHAT IS BEING SHOWN IN MONTREAL SHOPS . . . .

By MACLEAN, MONTREAL

BEGINNING the review of Montreal stores with neckwear, I find a tendency towards quieter things in a tie made of a sort of matte, some of which have black grounds, with little red-three-leaf clovers. These are also made on red grounds. But most of the new neckwear is striped. There are blue grounds, with thin white stripes; some have three stripes about a sixteenth of an inch thick, alternating with three hairline stripes. This neckwear is made in other shades besides blue.

There seems to be a marked tendency back to the four in hand, not too wide, made of very fine bengaline, in plain shades only. They are a little longer and narrower than in former years. Dealers are also showing an English line of four-in-hands, in royal Irish poplins. So fast did one store find these poplins selling, it was found necessary to hide them to avoid being sold out before they were able to repeat. A line on which certain dealers have been compelled to repeat is a shepherd's plaid, of a very small check, in grey, black and brown.

Black silks with small white spots, and white figures, have been enjoying a fair sale for early Fall. A line of black and white knitted ties, made from pulp, and resembling a dollar and half knitted silk, have been shown successfully, even in the high class stores. It has been necessary to repeat on this line, but it is significant that the repeats are on colored lines instead of black and white.

New bow ties have arrived in both a bat wing and the French bow style. The latter used to be 2¼ inches wide at the end, but this year have decreased to 2 inches or less. This indicates that the tendency is for bow ties to become narrower. Thus it will be easier for people who are not expert to make decent looking bows.

As to Collars

Of the new collar, which was "dropped" by a certain manufacturer on a certain date, the only criticism heard is that the points of a collar like this are likely to become irregular in the laundry, a difficulty not encountered since the ultra-round corners became fashionable. All that can be said about the new collar is that it may be a great success, and it may be a distinct failure; one can only wait and see. It is certainly a marked departure from what we have been having. Some of the better stores, who did not expect a demand for this new collar, tell me they are agreeably surprised at the way orders are coming in. In the meantime, a new collar like the narrow cutaway, which came out for the Summer, has arrived, and is much higher than its predecessor.

I noticed that E. Renaud, the famous pianist, on a recent appearance in Montreal, was wearing a wing collar, with round corners, made of very fine piqué, in assorted stripes. A certain well-known haberdasher is of the opinion that this is the collar for evenings, as the best people are buying piqué. It is a very expensive collar, retailing at $4.00 per dozen.

For stores enjoying a demand for soft collars the whole year round, a new line has been put on the market. It is made of Madras, of a very light texture, long points, very close fit, and has an almost invisible stripe. It differs considerably from the long pointed soft collars shown during the Summer, being much lighter. It has no button holes in the front.

Prices Up on Hose.

Socks are a hard proposition for the retailer these days, and I notice that where the quality has been kept up to standard, the price has advanced. Silk and wool socks being offered at 50c are of the same quality as were sold at 35c a year ago. The demand is chiefly for black socks, with clocks in various shades. A new line of cashmere hose is black, with nice little squares in it, of different shades; another is of grey cashmere, with a sort of mottled effect.

Dealers have noticed that, although they are selling a large number of shirts with soft cuffs, the demand has dropped off a little lately in favor of stiff cuffs. The soft cuff always gives place to the stiff cuff about this date, but the tendency has been stronger this year, and has begun a little earlier. The demand is mostly for stripes running downward, in all colors.

Soisette khaki shirts have been good sellers this year, but are practically done now; the demand has begun for flannel shirts. Instructors, rising early in the morning, are finding it a little colder. They are buying two collars and tie with each shirt. Since these were added, the sales of khaki shirts have increased. In dress shirts, Montreal dealers are selling soft fronts. A few people are going in for pique; mushroom fronts still remain good.

Washable Cape Glove.

A start has not been made with chamois gloves as yet, but the washable cape seems to be a leader this year. This, and a grey suede glove with an almost invisible fancy back, are among the chief sellers. Of course, the ordinary tan cape at a dollar remains staple, and as far as a walking or business glove is concerned, is hard to beat. It is getting late for the silk glove, and the demand has dropped almost completely.

The chamoisette glove would be a good seller this year if the genuine article could be secured. An imitation is being offered, but it is very expensive, and much thinner than the one which came from Germany. Whereas dealers paid $7.50 for this glove before the war, they are being charged $9.50 for the imitation. Max Beauvais informs me that he is expecting a consignment of chamoisettes from France in assorted new Italian shades, with almost invisible backs, which he will retail from $1.25 to $1.50.

Maclean,
Montreal.

ECHOES FROM THE CONVENTION

"Of all the different ways of dressing windows the one object of importance is that merchandise must be sold, and to sell merchandise you must remember that all comment about your windows should be about the goods it contains."

The Niagara Neckwear Company reports good business in their two regular ranges of plain silk, Velvo Chameleon and Royal Irish Poplin.

Good Copy for Men's Wear Stores

Here are three advertisements drawn up by an advertising writer for Men's Wear Review that should prove helpful for the summer campaign. Each is intended for single column, 7 inches — an appropriate size and shape for men's wear copy. Follow style of these suggestions in setting. For your convenience the illustration cuts may be purchased through Men's Wear Review at the low price of 50 cents each, postpaid. Cash must accompany order.

The Ring of Steel

against the keen ice, the exhilaration of the nipping breath of King Frost will soon get Young Canada—will soon unearth last Winter's warm togs and start a rush for new ones.

Size up your needs now and be ready for the call of the open-air sports.

Why not look in and glance over our showing of sweater coats, toques, warm hose, underwear, wool vests, etc.?

Note our window display tonight.

(Firm name and address.)

Shop Now

It's the same old story—the same "Old Chestnut" you may say, that you have heard for years, and yet when you stop to think there is a whole lot of good "horse-sense" behind it.

Christmas shopping at its best is bad, but when left until a week or two before Christmas is almost unbearable the rush to get what some half-dozen others are after, the bustle and bustle, the disappointment of having to select something you didn't want—all because you left shopping too late.

Step in and see our fine showing of suitable, sensible gifts for men.

Shop now and shop at

(Firm name and address.)

Send Postie

with something useful to the boy in the trenches.

And of course what's more useful or acceptable to anyone, soldier or civilian, than some article of wear that will tend to give comfort and protection against the rigors of winter?

There is yet time to send "postie" to "Somewhere in Europe" with your little token of love and esteem. Catch the next mail with your selection from the following articles:

(Fill in names of articles suitable for soldiers on service).

(Firm name and address.)

FALL HAT DAY NOT A SUCCESS

Montreal Newspapers Chose Two Different Days, Both of Which Were Unsuited for the Purpose—Weather in Canada so Uncertain Makes Choosing Special Hat Days Hazardous.

IN New York, it has been customary to set aside special days in the year on which to begin wearing a straw hat, or a Fall hat. It is a custom which has proved successful, as it puts the idea into the heads of the buying public, who, like on tag days, dislike to be seen on the street without something everybody else is wearing. It also gave the hatter an opportunity of clearing out a large part of his stock early in the season, at the same time giving him an accurate idea of what the public want, thus assisting him in buying further stocks.

The wish has often been expressed by hatters in this country that a similar custom might be inaugurated here, but objections were raised and rightly too, that our weather was so changeable, to set apart a special day on which to purchase hats, was hazardous to say the least.

The suggestion was made by a Montreal hatter this

FALL HAT DAY
Is Here At Hand
Montreal's Leading Hatters have agreed on an Official Fall Hat Day
Friday, Sept. 10th
If You've Done What Our Friend Has All Right—If Not Well Say—
Stick a little closer to your wad young sir—for say old boy you'll have to slip a few bones away pretty soon—
How—Insurance?
Nix Bo. not this trip
You've gotta get a new lid; a few more days' grace and you'll have to shell out—
Jingle it while you've got it Steve—for
Fall Hat Day
Comes Soon!
Oh Yes! We're Gonna Tell You When.—
JUST A FEW DAYS MORE FOR THAT STRAW – THEN YOU'RE TO DON A NEW FALL HAT
THIS IS THE WEEK MR. MAN YOU ARE EXPECTED TO BUY A NEW FALL HAT

The ads. that failed—to get Montrealers to come through with their greenbacks for a new Fall hat, on the day when the sun was sizzling!

year, who had seen the straw hat day successfully carried out in New York, that a day be chosen at a later date in Montreal. He did not have the courage to do it himself, and one shudders to think what might have happened had he done so. The straw hat season opened up very late indeed. The weather in May and June permitted very few hats to be bought and worn.

In July the trade was faced with the spectacle of several leading hatters clearing out their stock of two and three dollar straws at a dollar, almost before the season had really got under way. In that month, and right through August, the straw hat season continued, and it found many dealers almost cleaned out of stocks, and afraid to buy again for fear of being caught.

It rested with two Montreal morning papers to choose a day on which the men of the metropolis should buy their Fall hats. Unfortunately, they did not consult one another, and the laughable situation arose of one paper announcing that this was Fall hat day, while the opposition paper was calling upon its readers to "watch the paper to-morrow, as we are going to tell you when you should buy your Fall hat."

Newspaper Methods.

It is often said that Montreal newspapers send their office boys out to look at the sky before prophesying the weather for the day. Had they done the same thing when choosing their Fall hat day, the hatters who used their columns for advertising might have met with more success.

Truth to tell, both the Montreal "Gazette" and the Montreal "Daily Mail" chose days on which the sun shone so brightly, straw hat was a blessing and a necessity. The first Fall hat day campaign in Montreal fell flat. Had they only waited until three days later, they would have had a day on which men felt like throwing their straw hats into the river, and donning something warmer.

By a stroke of bad luck, one of the papers also chose a day in the same warm week as a day on which everybody bought furs. That, too, fell flat. Even people who were having their furs remodelled, called up their furriers on the "official fur day," and asked that delivery be postponed. As many of the furriers of Montreal are also hatters, they were stung badly twice in the same week.

How it came about, that both Montreal newspapers decided to have Fall hat days this year, is hard to say. Necessity is the mother of invention, and newspapers are as hard up as anybody these days, thus they are inventing all sorts of schemes for drawing business.

The method adopted by the "Daily Mail" was the more interesting of the two. By a series of amusing conversations between the straw hat and the Derby, illustrated by clever drawings, they were able to arouse interest in their campaign.

Here's hoping that the next day set apart for buying hats in Montreal will be one day instead of two, and that it will be nearer the mark.

Some Popular Hats Selling This Fall

A Crofut & Knapp Hat with brim drooping slightly. *Wolthausen Hat along conservative lines.* *Crofut & Knapp hard hat, self conforming, taper crown, close roll brim.* *Crofut & Knapp khaki mix, with black band.* *Bates Hat, new taper crown.* *Mallory make, two shades of grey.*

ARMY TAILOR'S RICHES

Who in the French army is making the biggest money out of the war? Answer, the regimental master tailor. He draws $1,000 a month extra, merely from the sale of the clippings of regimental cloth.

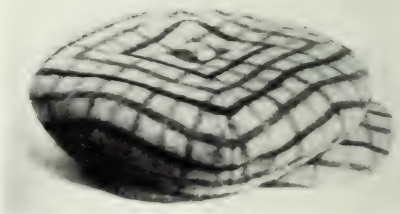
This fact was brought out at a court martial on an orderly in the service of a regimental tailor.

"Good business " exclaimed the president of the court.

"Incredible!" ejaculated the crown prosecutor.

"Why, Gen. Joffre doesn't make that much!" observed another lawyer in the case.

"At that rate," said another lawyer, a lightning calculator, "the 400 master tailors of the army have pocketed $5,200,000 from the State treasury in the last twelve months."



A cap made of Mackinaw to match the popular coat. Shown by the Boston Cap Company of Montreal.

THROUGH OTHER SPECTACLES

The Blues

From "The Outfitter," London.

TO have "the blues" is a familiar expression for despondency, but there is no need for the outfitter to meet trouble half way. Let him meet "the Blues" (as the Germans were termed in the Franco-Prussian War period) by turning that color against them. True blue is a quality always descriptive of British character, and from its association with the sky overhead and the sea around us, it is appropriate to our air service and our navy. Blue also is the color ecclesiastically associated with Our Lady, and heraldically with the blue shield upon which the golden lilies of France are borne. Further, for the decorative effect of a blue window there is the dark blue of Oxford and Harrow, and the light blue of Cambridge and Eton. The blue shield of Ireland with the golden crowned harp upon it should certainly find place in the display. The outfitter has readily at hand a supply of blue goods, and though the dye difficulty may cause some concern later on in the year, there is for the present moment sufficient stock of blue suits in the trade to enable him to give effective showing of boys' sailor suits, blue jacket suits, man-o'-war suits, and pilot coats. The blue flag of Scotland, upon which St. Andrew's white saltaire cross appears, and the flag of Ireland, upon which St. Patrick's blue saltaire cross appears, together with the blue and white merchant flag of Russia, should certainly be used with effect in the display. The homely serviceability of the blue bag in the laundry can be suggested to the prudent housewife who has purchased white goods on the occasion of the white window display. Blue, of course, is a color which requires some harmony to support it; and the sides, top, background, and bottom of the window may be dressed with some suitable shade that will show up the blue effectively. A blue window will help the outfitter to fight against blue funk, blue ruin and "blue devils," and make a strong appeal to the most blue-blooded clientele.

* * *

Sporting Shirt a Menace?

From "Clothier and Furnisher," New York.

A SHREWD southern clothier, while on a recent visit to the New York market, made the following observations on the popularity of the low-neck outing, or sporting, shirt for men: "I feel that sporting shirts are going to be a serious menace to the clothiers' business next Summer throughout the South. I discern now the tendency of men to buy a sporting shirt, smart tie, pair of trousers and a belt, and wear these only while the hot weather lasts. I believe that this mode is bound to grow and become a serious menace to not alone the regular clothing business, but even to the new tropical Summer clothing business which has sprung up during the last few years to such large proportions. It will prove in the future, I am afraid, as serious competition, the sporting shirt against the tropical clothing trade, as the tropical clothing business has become in competition with the regular clothing business. I am not an alarmist, but I am only stating what I believe to be the tendency. I am fearful that my prognostication will become a fact next Summer."

Prices on Serge

From "The Haberdasher," New York.

A FEATURE of importance to the clothing trade was the opening of the various lines of serges for Spring and Summer of 1916, which occurred the latter part of last month. Some buyers of woolens were a trifle surprised at the advance in prices asked, which ranged from ten to thirty cents a yard more than a year ago, in notable instances. The trade had been warned, however, that the high price of wool and the scarcity of dye-stuffs were bound to have a tremendous effect and would make such action imperative. The cost of piece goods will naturally have its effect on finished clothing, and it is therefore to be expected that when the new lines are ready in September that a considerable increase in their cost will be noted. The high prices asked for wool are bringing into use a large volume of cotton-warp fabrics which look well and whose wearing qualities are most satisfactory. The great popularity of thin-texture cloths for hot weather clothing has developed many new fabrics in silks, silk-and-wool and cotton-and-worsted combinations which will be shown extensively in the new sample lines.

A BAN ON THE RAKISH

PICCADILLY fashions among army recruits are frowned down by the War Office. Turned-up trousers with low shoes, rakish cut uniforms and other affectations must go. A new set of dress regulations has been issued which puts these reforms into effect.

Low shoes are forbidden, except to the Highland regiments. Dismounted officers must wear high-top shoes of brown leather and plain toe-caps.

The jockey style of army caps, with a shapeless crown and an exaggerated brim are forbidden. No deviations are allowed from the standard cap, which is shaped like one used in the American army. It must be worn straight on the head, and not tilted. In the trenches only it is permissable to remove the wire frame.

Turned-up trousers always have been distinctly against regulations, but the practice is so widespread that the War Office can only put the order in force against trousers to be made hereafter. Breeches and puttees or leggings are prescribed for the streets and public places, and trousers only for undress purposes.

Socks must be of khaki color, and the gloves of brown leather and either carried in the hand or worn with a stick or cane, which must be perfectly plain. Collars are required to match the khaki uniform in color.

The jauntiness of dress now prevalent is due to the thousands of college boys being given commissions and the informalities of trench life.

UNDERWEAR FOR THE FRONT

Stanfields, Limited, Truro, N.S., have recently secured a contract for supplying a large quantity of underwear to the British and Canadian soldiers at the front. For the Canadian soldiers alone it is said they are to furnish 190,000 shirts and drawers. Shipments of these have already been made.

What Must We Do to Insure Prosperity?

An Address Delivered by Lt.-Col. J. B. MacLean, President MacLean Publishing Co., at the Annual Banquet of The Canadian Wholesale Hardware Association.

THE immediate outlook for business in Canada is more promising than it has been for several years, but the more distant prospect is causing much anxiety to those who have invested all their life savings in Canadian industry. And, this means practically every business man, and, particularly, every manufacturer. Very few have been able to withdraw their profits and put them into endowment insurance, bonds and mortgages and similar investments to take them through times of depression. On the other hand, nearly all have had to put not only their profits but pledge their credit for money, for business developments and extensions to keep up with the abnormal demands due to the recent growth of the country.

I am constantly asked by business men, investors and others interested in Canada:—What of the future? Will times be good or bad after the war?

It is difficult for anyone to say. I was in Berlin when the war began, and discussed with the director of one of the greatest German banks—one of the ablest bankers in Europe—the whole situation as it would affect the world's business and financial conditions. He was undoubtedly prepared for a long war, but, of these conditions after the war he said no man can tell. The only possible basis on which to work, he said, was the period of the Franco-Prussian war, but everything now was, and, after the war, would be so different that deductions were interesting but useless.

Some months ago I asked Colonel Denison what the war history of the world showed. No man here as you know stands higher in his knowledge in this respect but particularly in his capacity to grasp the real results and lessons of history. Running rapidly over the great wars from the earliest times he showed me that, no matter how weakened in men and materials by years of war, the winning nations at once entered upon long periods of tremendous prosperity, sometimes extending over a century.

A study of the general situation, and of local conditions in countries that compete with us, leads to the conclusion that Canada is the country that is most ready, and therefore, has a greater opportunity than any other country in the world to benefit by the war. I want to lay emphasis on the word "opportunity." Large areas of land farming, lumbering, mining and fishing have just been opened by railways, and the population to work and the money to develop these resources are in sight. The war will release millions of soldiers and munitions factory workers to whom Canada is favorably known, and who would like to settle here, and we are next door to the people who will have more money for investment than any country in the world, and who would rather put it into Canadian development than anywhere outside their own boundaries.

But whether we will be prosperous or not; whether times will be good or bad in the next twenty-five years will depend very much upon whether we will organize ourselves to grasp these two opportunities.

The matter will be settled in the next few months or at most in a year or so, and the responsibility centres on one man, Sir Robert Borden, who in his capacity as Prime Minister is General Manager of Canadian business. If Sir Robert Borden gets about him the right men to organize, direct and do the work of building up Canada, we can be made the most progressive and prosperous corner of a world, that will, for a great many years, be far from prosperous. If he does not, the population and wealth will go to our greatest competitors, the South American nations, which for some years have had a public service better equipped and more efficiently directed than ours; and which since the outbreak of the war, have tremendously increased their efforts to secure money and emigrants. Conventions in this connection have been recently held in Washington and New York, and branch banks from the United States have been established in these Southern Republics. Even before the war began 200,000 Russians of the best class were arranging to take up Canadian farms—the beginning of a great movement, it is said. They preferred Canada, but they were finally turned to South America, by the more intelligent work of Spanish-American officials. The latter were appointed because of their capacity to do the work, while the Canadian Department of Immigration is overmanned with officials whose only recommendation was the assistance given in some election contest.

Settlers and production mean prosperity to all Canada, but they are of direct and very vital importance to the hardware and metal industry. If we do not get settlers many departments in this industry will have smokeless chimneys and idle workers. I need only mention the stove industry. These manufacturers have passed into, through and out of a period of great prosperity in the last 20 years. That period coincided exactly with the successful administration of our Immigration Department. Statistics show, under incompetent management, a steady falling off in settlers until in 1896 we got only 16,835. In that year one of the ablest men in public life became our Minister of Immigration. He was a good organizer and executive. The story of his work is an object lesson to business men and particularly sales managers. Under his direction the very best type of settler began to pour in. In his first year, 1897, they increased to 21,716, and from that the arrivals climbed steadily to 402,432 in 1912. Under him our Immigration Department was a highly efficient business organization. With his retirement it has relapsed into a political refuge. The greatest question before Canadian business men and their workers now is the putting of our immigration work in the hands of some great executive who will build up an organization that will secure for us our full measure of settlers from the United States now and from among our Allies after the war is over. He should have the power, regardless of party politics, to secure, without regard to salary, the men whose ability, energy and knowledge of the country best fits them for filling the various positions. We can never get the best results while one party or the other, when in power, appoints men as immigration agents in recognition of party service, who are no more suited to the job than they would be to the pulpit or the bench.

Our Immigration Department to-day is rotten and the same conditions exist in our other Departments which vitally affect the prosperity of the country—in our Department of Trade, our Department of Labor and our Department of Agriculture to a lesser extent. In our Department of Trade we have in Sir George Foster one of the best speakers in public life. He is a credit to his constituency. I vote for him, help him financially in his campaign, and hope to see him re-elected. On the lecture platform I believe he would crowd the houses and could easily earn $10,000 to $15,000 a year, but, as Minister of Trade, he is filling a Sales Manager's place, and as a salesman no one here would pay him $10 a week. There is no man in the Government more anxious to serve his country. And the same may be said of his colleagues, but the fact is they do not know how.

When I returned a year ago from Europe, where I had been going annually for the purpose of studying business and financial conditions, I was shocked to find that Canadian manufacturers were getting few British war orders, and our factories were idle, while millions of dollars had been placed in the States. The British buyer would give Canada the preference, but it is a fact that they were not aware that certain products in which we excel were made in Canada.

I at once began a campaign in The Financial Post, in which I was supported by the various business and technical papers, for the purpose of awakening our Government and the manufacturers themselves to what we were losing.

One of the colleagues of the Minister of Trade and Commerce came to me to argue that it was no part of the duty of the Minister of Trade to secure orders for Canadian manufacturers. After discussing it for some time he realized that the Minister of Trade had an entirely wrong conception of his duties, and shortly after the Government made the following official announcement:

> "The Department of Trade and Commerce is now, for the first time, taking cognizance of, and assisting in every possible manner the Made-in-Canada movement. In the past it was felt that the Department, while always ready and anxious to assist in every possible way Canadian manufacturers and producers to increase their business at home and abroad, it was impossible officially to recognize the Made-in-Canada campaign. However, conditions have changed to-day, etc."

If a Department of Trade and Commerce was not established for the purpose of developing and promoting the sale of Canadian products, what was it for? From a remark made by a former Minister, Sir Richard Cartwright, there is reason to believe they are more interested in imports than exports.

I think you will all agree with me in saying that our system of selecting Cabinet Ministers is all wrong. Germany has made her great successes in business and war because the Kaiser had the power and capacity to gather about him the great business leaders of the Empire.

We ought in this emergency to adopt the same policy and make it permanent when the emergency has passed. No personal considerations or party affiliations should be allowed at this time to influence us or prevent us from organizing to get the best out of an immediate future that will be mighty gloomy if we do not.

It depends very much upon the Ministers of Trade, Agriculture, Labor and Immigration whether you will be able to keep your stores and factories running in the future to their average capacity; whether you will be able to find work for present employees; whether you will be able to pay dividends to those who lent you money to establish your business. It all comes back to whether Sir Robert Borden will break away from system and tradition, and, instead of depending upon the men elected to the house, secure, particularly for our Immigration and other Departments, the best men in the country.

Can we get them? I believe our big business specialists—the men at the head of our great industries could sacrifice themselves and "do their bit" just as our brave soldiers at the front are doing theirs. To attain these positions these big men must have had the qualities we need in this emergency: imagination to plan and organize the great resources at their disposal, energy to get things done, and done quickly, and a capacity to get about them and train men. They are not talkers, they are workers. They do things and get things done.

Knowing how well Sir Robert has conducted the affairs of the nation so far, it is but natural to believe that he would gladly take advantage of any opportunity or excuse to strengthen his cabinet, feeling, as he must, how great is his responsibility for the future of Canada.

COLLARS & SHIRTS

TWO weeks ago, the three largest textile mills of Eastern Canada announced advances on all their lines averaging ten per cent., and one—Montreal Cottons, Ltd.—stated they would be compelled to make a second advance almost immediately, on account of the double difficulty of securing dyestuffs and raw material.

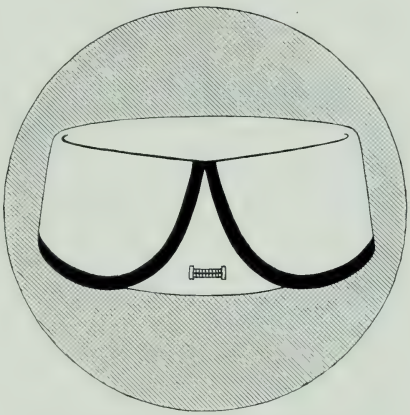
This is bound, sooner or later, to affect the price of shirts. Mills are already asking higher prices for materials. To bring it down to figures; they are asking the same price for material used in the $9.50 shirt as is at present being used in those offered to the trade at $10.50.

The impression gained ground shortly after war broke out that, with export trade considerably curtailed, the price of cotton would go away down. So it did, but the high cost of dyes, which could not be procured from Germany, kept the price of materials about normal.

Later, manufacturers began to use cotton in more ways than ever before. It came into use as a substitute for, or to mix with wool. Canadian wash goods manufacturers are to-day making cotton-wool mixtures in order to secure some of the trade which formerly went to the woolen dress goods manufacturers. Then again, the cotton crop was short. These factors together recently brought about an advance in the price of cotton goods, and prices are expected to remain high until the war is over.

Two soft collars selling for all-the-year-round wear. Shown by John Forsyth Company, of Berlin.

It seems paradoxical then, to find shirt manufacturers putting their Spring lines on the market at prices lower than have prevailed for years. For example, dealers can this year secure a good dollar and a half shirt for $12.00, which last last year would have cost them $13.00.



A new Tooke Bros.' product, a black-edged collar, light in weight, and well open at the front.

This is explained by the fact that, following the outbreak of war, before cotton had been put to its full use, textile mills were hungry for orders. Many shirt manufacturers then placed orders at very reasonable figures, and are thus able to give their customers the benefit. It can be easily seen though, that when they go into the market again, makers will be compelled to pay higher prices. It may, however, be some time before the retailer feels the difference.

What the Trade Bought

Spring samples are now all on the road, and retailers are buying well, manufacturers have been compelled to repeat orders for material on lines, supplies of which they expected to last through the season. Popular prices seem to be $1.50, $2.00 and $2.50 for soft cuff shirts where the retailer wishes to get something different to the ordinary. In previous years the average has been $1.25, $1.50 and $2.00, but this year there has been an exceptional demand for shirts to sell at $2.00.

There appears a tendency to buy a little more highly colored stripes, in various combinations. Black and whites, which are nearly always good, are still holding their own. Even broad stripes are selling well, and there is also considerable demand for small, neat, black and white checks.

A collar manufacturer is so confident that black and white stripes will continue in favor next Spring, he is introducing a black edge linen collar, which is intended to match the black stripe on cuffs and pleats.

As far as cloths are concerned, it looks as though a fancy mercerized woven ground, giving a silk effect, will sell as well as anything next season. Most of the cloths selling are along this order. There is an absence of fancy freak-made shirts in Spring samples. If a man is able to get a nice silk effect for $1.50, he will be satisfied. Judging from prices being quoted, he will be able to do this.

There are so few dress shirts being worn this year, it is difficult to form much idea of what is in favor. Soft shirts with piqué fronts are selling, as well as mushroom pleats, although some manufacturers hold that the latter is on the wane. A Montreal maker expects to put a dress shirt on the market this Fall which will overcome the chicken-breasted effect of the stiff front when the wearer sits down. The basic idea is not new, but he claims to have a feature which is new to this market.

Example of Spring line, retailing at $1.50, *of a mercerized silk around, with colored stripe. Shown by Cluett, Peabody & Co.*

The new collar, heralded with a fanfare of trumpets, made its debut on schedule time. It came on the stage a little nervous, as it embodied features which are departures from custom. The elliptical opening from which the tie emerges, is new, and the points, so susceptible to the wash-tub, have also to be taken into consideration. Some dealers predict its early disappearance, while some of the best haberdashers express surprise at the good reception it is receiving.

It is interesting to note that certain retailers are advising their patrons to pinch the points upward, so as to enlarge the elliptical opening. It is pointed out that as this opening is the chief feature of the collar, the more it is emphasized, the smarter it looks.

Apart from this collar there is nothing actually new on the market, but a Canadian manufacturer is preparing to launch two new lines which have very distinct features. One of these is a white, stiff collar, with a black edge to match the shirts which were recently placed on the market with black edge cuffs and pleats. The other new line is a lightweight collar, with button links, very similar to those worn with a soft collar.

The appearance of the black and white collar is sombre, especially when viewed by itself; but when examined with a four-in-hand black and white cross-bar, one realizes there are possibilities in the idea, especially if the black and white effects in shirts are as popular next year as they were last. Manufacturers of these shirts state that the demand is exceptionally heavy even now, and they can hardly be turned out fast enough. The black and white idea can be seen ahead well into 1916, both as regards shirts and neckwear, so that these black-edged collars will not go into the world unchaperoned.

We drew attention last month to the fact that a Canadian manufacturer was in the field with a lightweight collar, on the ground that many men, even in coat weather, prefer the comfort of the lightweight compared with the 4-ply. It was intended to have these ready for Spring, but the demand opened up strong for Fall, and found the manufacturers hardly able to cope with it.

The lightweight linen collar has been very popular in New York, and with the button links, it looks as though this should be a good seller for next Spring. It resembles the soft collar in that the tie holds it snug in front, yet retains the dressy appearance of the stiff collar. Manufacturers believe it will appeal strongly to the young men's trade, as the effect is extremely neat.

This collar will be sampled in the popular Madras stripe, and in one or two other fancy cloths. It will, of course, be made in a plain cloth as well.

What of the Wing Collar?

Some makers would like to see a revival of the wing collar. In New York, the demand is getting bigger every day, but it is small here. Efforts have been made recently to revive the demand for wing collars on the ground that the public are getting sick of double collars. It does not go, however.

Certain makers are giving support to a movement for the more sensible selling of collars. The custom of selling them at two-for-a-quarter should be done away with, it is argued, considering the cost of manufacture. The retailer, makers say, should get 15c each for their collars, which would make more money for him, more for the wholesaler, and more for the maker. The last-mentioned makes little or nothing on collars which are difficult to manufacture.

The outlook for colored soft collars next year is not good. From the present outlook, it is believed that if the soft collar is worn to any extent at all next year, it will be a white collar. It is rather early to be talking about soft collars, and in the meantime these may be some new cloths placed on the market; in fact, almost anything might develop between now and next Spring.

TO MAKE TROUSERS

Under the name of F. R. McKechnie & Co., a new firm is opening up in Trenton, Ontario, with the purpose of manufacturing trousers. Mr. F. R. McKechnie, the head of this new company, was formerly connected with the firm of McKechnie & Tanner, Toronto, and announces his intention of continuing to produce "McKechnie" brand trousers. The availability of cheap and efficient labor resulted in Trenton being chosen as the place for manufacture.

BOYS' DEPARTMENT

WE went very fully last month into the question of whether or not the boys' department has become so important a part of the store that manufacturers are devoting all their time, care and energy to devising the best thing in the way of styles for boys just as they are for men. This is carried out by some of the models which are to hand. Some of them are for holiday selling and some for Spring selling. We reproduce a boy's Norfolk, which has one or two unusual features. The pockets are patch and the front has vertical broad pleats creeping down to the pockets.

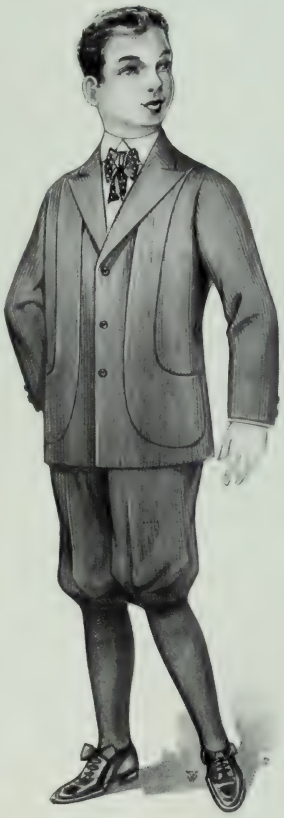
There is a belt in the centre of the back which permits the back to be gathered in or left loose depending on the way it is buttoned. This is something really new in boys' suits, and we congratulate the manufacturer on putting out this sort of thing. The snap to this suit is just as much as to a man's suit and it certainly is an attractive product. The idea of making the button at the back with the buttoning negotiable is new in this sort of suit. There are two buttons on either side so that the half belt which is on either side may be crossed over when the suit is required to be more tightly buttoned or may be slack by using the first button. This suit, with regard to cloth, is a very nice shade of brown in a little check. We find from conversation with most manufacturers that so far as civilian suits are concerned for boys — as distinct from uniforms — checks in warm browns, greens and particularly greys are the big thing. There seems to be an overwhelming preponderance of checks as a contra-distinction from blue and dark serges.

Norfolk Style Still Leads

There is a noticeable tendency in the samples we have seen the Norfolk style still present so far as the back of the suit is concerned, but to keep the front of it quite plain. That is the front of the suit will present the front of an ordinary reefer or sack, except that it has patch pockets and may be form-fitting, while the back has the belt and the strap either all the way or partially. The coat, by the by, seems to be made a little shorter than usual and more form-fitting. This is all part and parcel of the general idea of making little men's clothes approximate big men's.

As we have pointed out before though at some length the big thing in a novelty is of course the military style. For the most part these models are now made up in cloth, khaki, just as bigger men's uniforms and are almost exact duplicates of the real soldiers' uniform.

With regard to overcoats, these too, approximate the styles seen in men's. The "slip-on" is having a big vogue this year. It is a loose-like coat, though not of the Balmacaan kind, inasmuch as it has lapels instead of being buttoned at the neck tightly. The pockets on several models which have found favor are cut on a slant and the shape of the pockets is outlined by a seam.



Boy's Norfolk, pleat and patch pocket in one; back straps and a belt in centre, which permits back to be plain or gathered in, depending on way it is buttoned. Made by The Freedman Company.

As to materials some warm friezes are selling well in different mixtures and plain colors. Grey is the big thing; blue has given way to it.

Some coats are made with cuffs; one or two—though not many—with a strap on the sleeve. The length is there in most coats: few short ones are selling, that is, for winter coats.

The military models we have gone into very thoroughly in a preceding issue. They apply in both suits and overcoats. An attractive little overcoat we saw the other day was of blue pilot cloth. The feature was the gold buttons down the front and the high collar which gave the effect of an officer's cloak.

GAVE BOYS A PARTY

A Western merchant decided to entertain the boys, who were children of his customers. So he invited them on a certain Saturday afternon to attend a party to be given on an upper floor of his building, explaining in the invitations what was to take place. A young woman was engaged to tell the "kiddies" stories and to plan games for them. The children enjoyed the party, and the parents appreciated the attention shown their youngsters. Such little "events" are not costly, and at the same time they create a favorable impression on the child as well as the mother.

NECKWEAR

WE dealt very fully in the last issue of Men's Wear Review with some samples of neckwear that were then showing for Christmas selling. Three or four months preparatory to this we had, of course, as usual, come out first with suggestions as to what would be popular in neckwear for Fall selling. In ordinary years the present would be a time when nearly all Spring neckwear was on as well, but we do not find a great deal of this being prepared, as yet, this year. This is all part and parcel we think, of the new system which the war has engendered; that of buying more from hand to mouth than before. The wholesale trade has been somewhat disorganized along the lines of preparation for future seasons and we find at present that comparatively few manufacturers have their Spring lines ready just at the moment.

Coin Spots Selling

We understand from manufacturers that the coin spots are still having a distinct vogue. These were not taken up particularly well at first, but quietly and steadily they secured a good deal of favor and upon dark grounds such as black or purple or a dark brown, neat pattern effects are worked in usually either a little lighter tone or the same color. The spots, which are for the most part fairly small, may be in a different tone of the same color as the ground, or a highly contrasting color, such as bright green or bright blue or bright yellow. These coin spots are shown in better class silks and occasionally in cheaper grades, though the big buyings, so far as the retail trade is concerned, is in the better class of goods.

Ombre satin strip on natte ground, made in twelve combinations. Shown by Crescent Manufacturing Co.

A natte check, a popular line for Spring. Shown by Tooke Bros., Ltd.

The vogue for black and white seems to show a tendency towards slackening just at present and in its stead is coming a distinct clamor for grey checks. We reproduce a check on this page which already has had a good run and similar designs are making good at the present moment with the trade.

This does not mean to say by any means that the black and white idea has altogether disappeared, nor indeed that it has diminished very much in the aggregate sales over the counter. Some very good stores in Yonge St. and in St. Catherine St. in our two leading cities are still displaying a good deal of black and white neckwear in their windows and from what we can hear from retailers there is a big demand for this effect.

Nevertheless, the grey check, in a fairly small and almost inconspicuous pattern at times, is certainly asked for

a good deal more than it was a few months ago. The readers of Men's Wear Review will remember that we were discussing this when outlining some months ago Fall neckwear, and we said at the time that we thought black and

One of the new French designs—in purple silk. Shown by Stanley & Bosworth, Toronto.

white would get the preponderance at first, but that the reaction from black and white would be the call for this grey check. Manufacturers report that the prediction has been verified to a material extent and, as we say, this grey check is selling a good deal at present.

Apropos black and white, the writer was recently down in New York and he found that while the stores are still showing a great deal of black and white, manufacturers have counted it out for the present and do not know when they will go in for it again as largely as they did for this early Fall selling. Nevertheless, as we point out, the stores in New York are selling these very actively, and particularly in the better class of goods.

Quieter Shapes Again

There seems to have been a sudden reversion in the new designs—some are for Spring and some for late Fall and Winter selling—of neckwear just showing. This reversion is to the quieter shades again, although the patterns are still of the all-over kind. As to patterns, scrolls and floral and leaf designs are the big things. Most of them are in satin-faced sombre effects. We find there is a much greater demand for the all-over pattern than the coin spots. Coin spots are certainly having some vogue, as we said at the beginning of this article, but compared with the floral or scroll design, they are not in it.

A Nice Scroll

There is another pattern which is having a considerable vogue and we reproduce a sample on this page. That is the allover background with a unit super-pattern in the shape of a scroll or now and then a flower. This comes in some very nice colors, such as green, with a constrasting red, or red with a contrasting green and in a number of shades of warm brown with red, green or occasionally blue. This pattern is attractive and is a subdivision showing the demand for particularity in scrolls. That is to say, it is not just a scroll design: it is the product of the manufacturer who finds a demand for distinctive scrolls.

Stripes do not seem to be anything like as strong as they were. This is not surprising, as they have had a mighty good run and indeed, to quote a neckwear manufacturer, were "done to death." The only thing that seems to be selling in stripes is in Mogadore effects and these are not selling much now in the cheaper lines. The better-class stuff in Mogadore stripes seems to fill the demand, and in this case what we had to say about quieter colors does not apply. So far as stripes are concerned the colors are just as bright as ever in these high-class goods. The outlook for the stripe depends upon how long the trade is going to go in, as it does at present, and we understand it is doing over the holiday business, for a general all-round and inclusive showing.

There is a marked trend which we should notice. No longer do two or three particular styles or stripes seem to satisfy because there were never so many different styles running in neckwear at once as there are at the present time. Mogadore stripes, allover effects, scrolls, satin-faced ombres, some few blacks and whites, a number of grey checks, to say nothing of whatever there may be doing in the way of batwings and knitted ties, and in the way of narrower ties. There was never a time, we repeat, when there was so much that is new and so much 'going at once' in the neckwear trade.

An Autumn tie, in rich silky brown and green. Shown by Van Allen & Co.

The Narrow Tie

When the writer was in New York he was told by several manufacturers down there that there was a distinct feeling in the way of going back to the narrower tie again.

One or two very exclusive shops on Broadway and Fifth Avenue were showing some very exclusive products along this line. These were for the most part in plain poplin in fairly bright colors and were just as narrow as the ties we used to wear several years ago. The writer was told that by Spring and next Summer there will be a real revival in this kind of tie and this is an interesting thing for Canadian neckwear men to note. The width of these ties was about 1½" to 1¾", and the same width all the way down. They were in fact along the lines of the old tube tie.

There is just an additional note, too, in connection with what New York is showing in neckwear and that is that one or two exclusive shops are handling some futurist or post-impressionist designs in a series of bright but light colors, such as pinks, rose color, puce and plain blue and that sort of thing. Living up to their name, they are a jumble of colors, but these particular samples which we saw were very beautifully blended and were certainly mighty nice. We understand that they are getting a considerable sale among the really well-dressed men of the younger set.

Eastern View of It

Montreal, Oct. 20, 1915.—Despite the wonderful success enjoyed by ombres this Fall, it is becoming more and more evident that the coming season will be good for checks. Some manufacturers declare that checks will be the big feature for some months to come—checks of every description, large and small. There will be natty checks and satin checks of every size, and the tendency is growing in the direction of larger checks.

One of the largest makers of neckwear in Canada is now on the market with a large satin check, one inch square, which is described as "real sporty stuff." It is taking the place of the coin spot which has held the stage for some time, and is being put out in the following combinations:—black and gold, black and red, black and purple, and several others. Larger checks will be on the market before long. The inch check is being used more as a feeler, and if it is a success, as makers believe it will be, neckwear of larger checks will be made. Half-inch checks have been running all Summer, and many houses sold out of their entire stock. Still smaller checks were popular last winter, and these will be re-ordered.

While there is a satisfactory demand for novelties such as the above, it is significant of the condition of things that all the old-fashioned stuff is selling better than anything else on the market. Staples such as mogadores, black and white stripes, spot failles, and so on are all going strong. Paisleys, which were expected to be good sellers this year, have not done so well.

Neat Figures Wanted

Black and whites are as strong as ever, but the goods have to be neat figures or stripes. Heavy stripes will probably be good again for Spring, but for the present the demand is mainly for neat lines and figures. Black and white combinations are seen in a new batwing on the market. The body of the tie is made from black *peau de soie*, with black and white combination end. When tied, it has a black end, and the barrel or cross piece is plain black. The paddle ends can be had in six sizes or stripes, in black and white, or black and red. They are made of mogadore. This batwing sells to the trade at $4.50.

Ye old jaspers, in black and white, black and red, blue and white, and six different ways, are now going out for the Fall trade, and are practically a staple line in this country. The biggest sellers are black and red, and black and white. There is some really nice goods being put on the market this year in jaspers.

The newest thing in ombres is a stripe, with pattern design between the stripes, and small figures. These have been exceptionally successful in New York, and are new on this market. The following are some of the combinations:—purple ground, shading to helio, navy ground to Alice blue, dark red to light red, green to light green, dark navy to marine blue, and brown shading to tan. This comes in four families. One of these has a triangular swivel, another has a figure of an antique design, and so on. There is a good demand for plain ombres for Fall and Winter, that is, for ombres without the pattern.

Mention was made above of a line of one-inch satin checks shortly to be put on the market. It is important to note that satin stripes in the same combinations, both diagonal and straight, are being prepared. Most retailers, when they purchase a check will take the stripes as well. Manufacturers, who have found a check that is a good seller, have found it profitable to put a stripe of the same size and color on the market at the same time.

New line of cashmere hose for Fall. Shown by McIntyre, Son & Co.

Messrs. Grafton & Co., of Peterboro, inaugurated a novel feature at their clothing exhibit at Lakefield Fair. During the afternoon, a number of balloons in the shape of animals, etc., were sent up, and attached to them were orders for goods which were given to the finders on presentation at their store in Peterborough. The same thing will be done at other fairs.

* * *

Jack Garden, of Calgary, will in future, be found on First street west, just south of Eighth avenue in his new place of business. His many friends and business acquaintances when they see the sign of J. R. Garden at 803-A First street, will know that they have found the right location.

KANT KRACK

Trade-Mark Registered

Waterproof Coated Linen

COLLARS

Feature 1
Quickly cleaned with only soap, water and sponge.

Feature 2
The heavy flexible lip.

Feature 3
The cemented and riveted lip

Feature 4
The long slit over back buttonhole

Are the favorite waterproof collars with the masses of collar-wearing men—men at least who are exposed to the elements, exposed to the grime of outdoor and indoor labor, such as connected with factories, shops, farms, autoing, teaming, hunting, camping, outdoor sports for boys, for school and the hundred and one occupations and diversions engaged in by the male population.

KANT KRACK waterproof collars contain features that are exclusive to themselves, a few of which are here noted.

Every KANT KRACK collar is made of the best material procurable and is guaranteed to give satisfaction to both retailer and wearer.

KANT KRACK collars have not been raised in price, despite the fact that the cost of production has increased. The quality, too, has been maintained.

KANT KRACK waterproof collars are made in "one grade only, and that the best." Sold direct to the trade.

Made in Canada by expert Canadian Labor

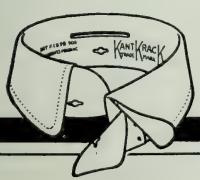
Feature 5
Absolutely waterproof but odorless

Feature 6
Made of fine waterproof coated linen.

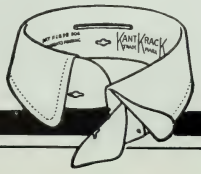
Feature 7
Have the appearance of regular linen collar

Feature 8
"One grade only and that the best"

The Parsons *and* Parsons Canadian Co.



Makers of the famous
KANT KRACK *Waterproof Collar*
HAMILTON, CAN.



OF A PERSONAL NATURE

Mr. W. C. Hunter, of the W. C. Hunter Clothing Co., Barrie, Ont., is now on a trip to California and the Canadian West. Mr. Hunter expects to be back early in November.

* * *

Mr. Chas. G. Booker, merchant tailor, has removed from his old store, 27 King William Street, Hamilton, to larger and more commodious premises, 30 John Street north, corner King William.

* * *

Mark Workmen, the Montreal clothing manufacturer, appears in the list of shareholders of Bethlehem Steel for 500 shares, and as the stock touched a new high record recently of 459, Mr. Workmen's investment should stand him a handsome profit.

* * *

K. P. Shea, of St. Mary's, aged 45, a well-known tailor, was found dead in bed, with a bottle of carbolic acid and a glass beside him. According to the police he had swallowed a quantity of the poison. He had been in ill-health for some time. An inquest has been ordered.

* * *

D. Dunkleman, manager of the Tip Top tailors, Toronto, who have leased the store occupied by Moody & Clark, is in St. Thomas arranging for the opening of the branch. The Tip Top tailors have branches in all the leading cities of Ontario, and in the West, and recently received an order from the British Government for 40,000 uniforms.

* * *

Mr. W. G. Yeomans, who for some years past has been associated with Mr. W. F. Fortune in the management of the clothing house, has gone into business for himself in Fort William at the "coal docks corner" on Simpson St., where he will handle a large stock of men's furnishings, etc. Mr. Yeomans' wide acquaintance in both cities should ensure a large share of public patronage for his store.

The Lyons Tailoring Co., of Hamilton, and employees gladly took advantage of the privilege afforded them to present to Mr. W. Fauman, one of their number who has enlisted for overseas service, a military wrist watch and tobacco pouch, both suitably engraved.

* * *

The Monarch Knitting Company of St. Thomas, has received an order from the Canadian War Office for 30,000 army sweater coats. The management stated that the company would commence taking on extra hands at once, and the plant would run night and day on the order.

* * *

A new store has just been opened in the Murphy Building, corner Granville and Duke streets, Halifax. It is known as the Bee Hive Store, and is modern and up-to-date in every respect. Ladies' and Gents' wearing apparel, boots and shoes are carried at this new store, which gives promise of commanding a good percentage of the trade.

ANOTHER FORWARD STEP

The House of Hobberlin, Limited, are meeting a continuous call from customers by installing in their big store at 151 Yonge Street and 9 East Richmond Street, a Ready-for-Service department. This will be under the direction of Harold Story, of Story & Story, Winnipeg, representatives of the House of Hobberlin, Limited.

Mr. Story has a very thorough knowledge of the tailoring business, and Ready-for-Service tailoring has always been an outstanding feature of the fine Story & Story store on Portage Avenue, Winnipeg.

All garments will be made in the big Hobberlin workshops, from their own exclusive models. They will be hand-tailored throughout and finished in every way according to best Hobberlin standards. The stock, we are assured by Mr. Story, will be replete—and most complete—with the very finest in men's clothes.

A Good Collar Window

G. Hawley Walker, Limited, of Yonge Street, Toronto, who have just put in a stock of furnishings, have started the ball rolling by a series of very attractive window displays. We reproduce one of them, an all-collar window. Notice the vertical arrangement which immediately attracts attention. Interspersed with display cards, the collars are a striking display. We are surprised that more retailers do not devote a window now and then to linen alone. Many men buy collars in half-dozens and dozens and display is the best way to persuade them to get this habit.

IF YOU ARE INTERESTED IN DESIRABLE NECKWEAR WHERE QUALITY, MAKE AND FINISH ARE THE FIRST CONSIDERATION, PERMIT US TO SUGGEST THAT YOU EXAMINE THE COLLECTION OF THE NIAGARA NECKWEAR COMPANY.

NIAGARA NECKWEAR COMPANY

The Men's Wear Review Chart of Correct Dress for all Occasions.

November 1915

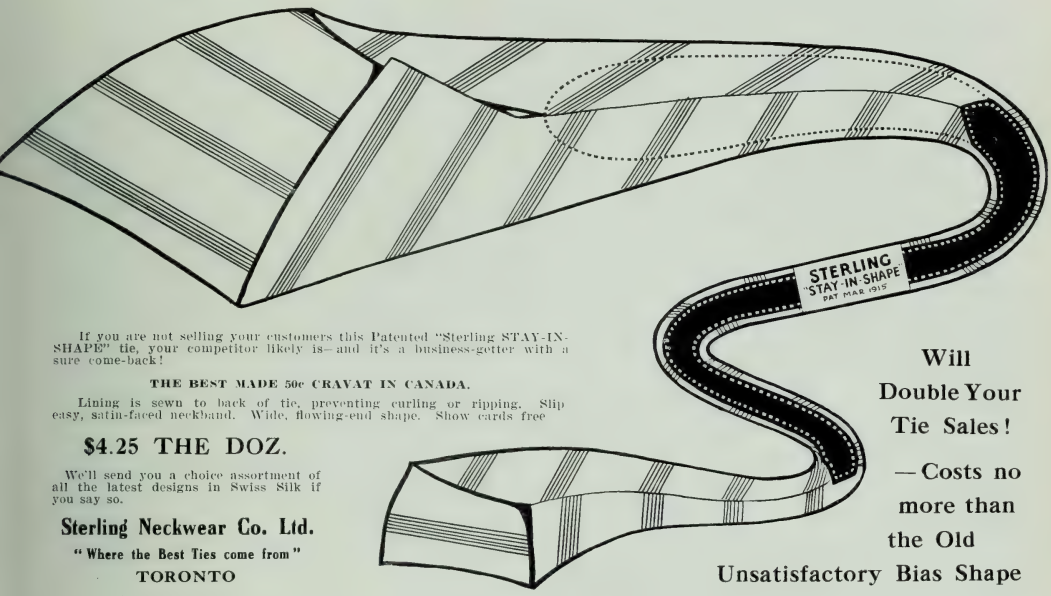
DAY WEAR.

OCCASION.	COAT	WAISTCOAT	TROUSERS	HAT	SHIRT AND CUFFS	COLLAR	TIE	GLOVES	HOSE	BOOTS AND SHOES	OVER-COAT	ET CETRAS
BUSINESS, LOUNGE AND MORNING WEAR	Single or double-breasted jacket or cut-away plain or braided	To match coat, or of fancy fabric cut medium or else double-breasted, with long roll.	Like jacket or in case of cut-away coat, striped grey	Black or brown derby or green or grey soft	White or colored negligee; plain or pleated	White wing or double fold; square cut	Four-in-hand or bat-wing	Yellow chamois or tan cape	Cotton, lisle or silk, black or subdued colors	Black or rich, dark brown, plain black with with white or light spots	Chesterfield loose or form-fitting; grey or black or cravenette	Single pearl, gold or jeweled links, gold chain, light weight cane.
MOTORING, GOLF, GENERAL SPORTING, COUNTRY	Norfolk or jacket in grey, green or brown tweed belted overcoat	To match coat or fancy fabric.	Same as suit or flannel; knicker-bockers with strap or buckle, knicker-bocker breeches	Cloth, felt, Alpine cap	Negligee; soft cuffs. Cambric or fine flannel	Soft, cutaway, or fastened or kerchief	Four-in-hand, or sailors knot or stock	Yellow chamois or special sporting cape	Wool stockings plain or fancy tops or puttees	Brown low brogues or russet high	Raglan loose-fitting or cape or Burberry	Plain gold bar pin
WEDDING, MATINEE, CALLS, RECEPTIONS AND GENERAL AFTERNOON WEAR	Cut-away black or grey, braided or plain.	To match coat or white	To match coat or grey striped worsted	High silk with broad felt band	Stiff or pleated white.	Wing or poke	Ascot or four-in-hand to match gloves	Pearl grey suede	Black or dark colored silk, plain	Patent leather buttoned kid tops	Black Chesterfield	Pearl or opal or diamond pin; gold chain; plain gold links

EVENING WEAR.

EVENING, WEDDING, BALL, THEATRE, FORMAL OCCASIONS.	Swallow tail coat.	White s. or d.b. of pique or linen or black or grey fancy silk	Same material as coat, with or without braid	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, one stud showing	Poke or wing	With straight ends, plain white or small pique pattern	Plain white glace kid or white silk	Black, grey or deep blue silk or other subdued color	Patent leather ties, patent leather pumps	Frock, Chesterfield or Inverness in black	Pearl or moonstone links and studs platinum bar chain
INFORMAL DINNER OR DANCE. STAG DINNER AT HOME, ETC.	Evening jacket, black.	Same as above — white, black or grey S. or D.	Same as above	Silk Alpine plush or derby	As above or soft pleated bosom	Wing or fold	Same as above in black	Chamois or tan cape	Same as above or gun metal pumps	Same as above	Same as above	Same as above

—LET THIS SINK IN!



If you are not selling your customers this Patented "Sterling STAY-IN-SHAPE" tie, your competitor likely is—and it's a business-getter with a sure come-back!

THE BEST MADE 50c CRAVAT IN CANADA.

Lining is sewn to back of tie, preventing curling or ripping. Slip easy, satin-faced neckband. Wide, flowing-end shape. Show cards free

$4.25 THE DOZ.

We'll send you a choice assortment of all the latest designs in Swiss Silk if you say so.

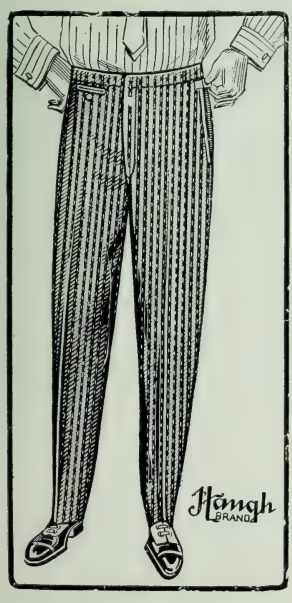
Sterling Neckwear Co. Ltd.

"Where the Best Ties come from"

TORONTO

Will Double Your Tie Sales!

—Costs no more than the Old Unsatisfactory Bias Shape



Haugh BRAND

TROUSERS

TWEED SERGE WORSTED

Everything that goes to make a popular, well-wearing line of trousers is found in the Haugh Brand range.

FIT AND FINISH

are two important features of Haugh Brand Trousers that receive special attention. **Five years' selling** has proven these high grade in every detail.

POPULAR PRICES

$1.25 to $3.00. PROMPT DELIVERY

Delivery at once for Fall and Winter lines. Travellers now out with full range.

TRY OUR MAIL ORDER DEPARTMENT

J. A. HAUGH MFG. CO.

658 KING ST. W. TORONTO

Odd Twists and Fancies in Men's Fashions

IN ONE OF THE leading men's wear stores in Chicago a knifed waistcoat of unusual pattern is shown. The ground is light grey while the facings and pockets are of black.

* * *

FANCY HOSIERY IS REPORTED to be in demand over the border for the Spring season of 1916. In fact many dealers are putting in small stocks of embroidered fancy goods for immediate delivery.

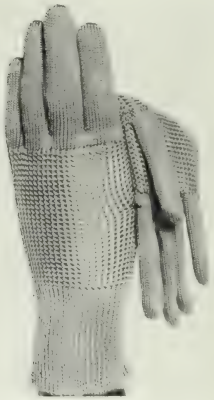
* * *

SOME WELL-KNOWN RETAILERS in New York, have recently been featuring union suits made with Raglan shoulders. In an advertisement they say: "It's our own idea—a Raglan union suit, the sleeve following the natural shape of the body."

* * *

A NOVEL COAT WITH CAPE ATTACHMENT, made by a leading Rochester manufacturer, is shown right now. The short coat underneath buttons to the neck and the attached cape is of the same material. The garment is made with unusually large pockets and has been called the Alpine hunting coat by the maker. It is said to be a very practical garment for wear in an automobile.

This is known as "double-service" shirt (shirt and drawers combined). Shirt can be removed without undressing. Shown by Tooke Bros., Ltd.



A knitted silk glove, with fine cashmere lining. It is not new, but is selling freely for winter trade. Made by Dent, Allcroft & Company.

BOYS LION BRAND CLOTHING

Attract *and* keep the Clothing Trade *of the* man *of* to-morrow

If your boys' clothing department isn't meeting with the success it should, just see how a stock of Lion Brand Boys' Clothes with their snappy styles, double elbows, knees and seat will attract trade to your store. Please the youth of to-day and you will get his profitable young-man trade later.

Write for samples of our newest lines.

The Jackson Mfg. Co. Ltd.
CLINTON ONTARIO

Factories At
CLINTON, GODERICH, EXETER, ZURICH

BANNOCKBURN SUITS

We are specialists in the good, old-fashioned Bannockburn Scotch Tweed Suits and Pants. Giving this first attention we have **styles, materials and prices** which no general manufacturer can touch.

SPECIAL ORDERS

receive prompt attention.

Suits cut, made and trimmed from own material if desired.

Write for samples and prices.

The Bannockburn Clothing Co.
WHOLESALE TAILORS
319 St. James Street, Montreal

Write, Wire, Phone, or Call

FOR PARTICULARS

NEW FEATURE

Splendid line for Men's Furnishings store. Ideal Christmas Gift.

One a lady can buy without any doubt of its being suitable or acceptable. Not necessary for her to know size, shape or color. Only one quality. Will convert her Christmas shopping into a pleasure instead of a worry.

Retails at popular price—$1.50. Wholesale price only $10 per dozen, allowing 80% profit.

We have a positive "No Loss" proposition to make you.

CANADIAN SELLING CO.
74 St. Antoine St., MONTREAL, CAN.
Phone, Main 1515

THE HOUSE OF CORISTINE

Furs Always a complete stock of men's Fur-Lined and Fur Coats, in all the popular furs and styles. Special orders receive prompt attention.

Hats Our Spring 1916 range is now complete, and comprises all the latest styles and features of the European and New York markets. Be sure and see our travellers.

JAMES CORISTINE & COMPANY, LIMITED
Montreal

The New TRADE W.G.R. MARK *Collar*

CECIL

$1.40 per dozen

VALOR

$1.10 per dozen

Ready for Delivery Now

The Williams, Greene & Rome Co.
OF BERLIN, ONTARIO, LIMITED

WAREHOUSES :

BERLIN, ONT.

WINNIPEG, MAN.
Corner Donald and Cumberland Ave.

VANCOUVER, B.C.
324 Seymour Street

ZIMMERKNIT

The Combination With a Future

The convenience and ease with which the HATCH ONE-BUTTON COMBINATION can be put on and fastened appeals immediately to the customer. No worry from missing buttons and torn buttonholes. Only one button and one buttonhole to keep in order. If this button is lost, a collar button answers the purpose.

This additional point of superiority will make Zimmerknit even more popular during the coming season than in the past.

Your customers will hear the story of the HATCH ONE-BUTTON COMBINATION SUIT through these leading magazines:

Saturday Evening Post, Cosmopolitan, Collier's, American, Literary Digest, Metropolitan, Red Book.

Made for Canada by

Zimmerman Manufacturing Co., Limited
Hamilton, Canada

ONE BUTTON Hatch COMBINATION

AGENTS—E. H. WALSH & CO., Toronto. W. R. BEGG, Toronto
A. R. MacFARLANE, Vancouver

Patented June 16, 1914.

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The Effect of the Great World Struggle

upon business and upon investment values has been far-reaching. The business man and the investor has never been in greater need of accurate knowledge of conditions—and of the best possible business and financial counsel.

The Financial Post
of Canada

through its unexcelled sources of information, and its exact analyses and forecasts, supplemented by its

By-Mail Information Bureau

which deals with financial or business problems, furnishes a service of unsurpassed value.

ANNUAL SUBSCRIPTION $3.00 A YEAR
WRITE FOR SAMPLE COPY

JOHN BAYNE MacLEAN, President

R. G. DINGMAN, M. A., Managing Editor

JOHN APPLETON, Editor

THE FINANCIAL POST
OF CANADA

Published by The MacLean Publishing Co., 143-153 University Ave., Toronto, Can.

DADDY'S "FORSYTH"

WHEN I'M A MAN, I'LL WEAR A **FORSYTH** IF I CAN

OFFICERS' CLOTHING NEEDS

TAILORED-TO-MEASURE

HIGH GRADE TAILORING TO MEASURE — CANADA

BRITISH WARM COAT

The men of your town are answering the call—who is supplying the Officers' Uniforms?

The recent smashing victories of the British troops in France has given an added impetus to recruiting in Canada, where the call of the Motherland is finding ready response, causing new armies to arise and rally round the flag.

The officers commanding these new armies will be outfitted in every town and city in the Dominion—your town included.

Who is going to get this business in your community?

Securing the Crown Tailoring Agency for your town will enable you to meet the tailored-to-measure requirements, not only of the military trade, but also of your civilian patrons, as well as patrons from the Home Guard, and semi-military organizations in your vicinity.

The Crown Tailoring standard sets the pace in both military and civilian tailored-to-measure garments. Our designers are experts and our plant is equipped to handle the largest orders expeditiously.

It will pay you to investigate our proposition. Drop us a card today and receive full particulars.

OFFICER'S SERVICE DRESS

The Crown Tailoring Co., Limited

CORNER EUCLID AVE. AND COLLEGE ST.

TORONTO CANADA

MEN'S WEAR REVIEW

Some Features

THINGS MILITARY AND THE XMAS WINDOW

DISPLAY METHODS SURE TO PULL

CHRISTMAS PRESENTS THAT WILL INTEREST

SIMPLICITY PLUS GOOD TASTE EQUALS IMPRESSIVE WINDOWS

WHAT'S NEW IN SPRING HEADGEAR

DECEMBER, 1915 Vol. V, No. 12

The MacLean Publishing Co. Limited

Publication Office, 143-153 UNIVERSITY AVE. TORONTO

"Made in Canada"

ARROW
Donchester
DRESS SHIRTS

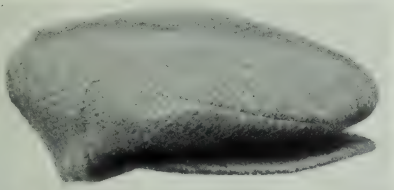
The bosoms of Donchester shirts—like good manners—are never out of place.

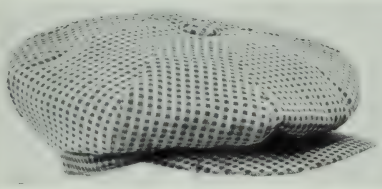
The lower end of the bosoms, being free, slide over the band of the trousers, instead of buckling up and bulging out of the waistcoat opening.

These most popular dress shirts are made in several styles and in qualities to retail at $2.00, $2.50 and $3.00.

CLUETT, PEABODY & CO., Inc., *Makers*
Factory: St. Johns, P.Q.
Salesroom: Herald Bldg., Montreal

A natty pair of sellers that will bring you the best men's trade in your town





A display of Cooper Caps on your sales counter can always be relied upon to start you on the right road to brisk, profitable business. This is particularly true of

THE NEW CHECKED VELVET AND THE ONE-PIECE TWEED

Though but recently introduced, these lines have proven to be exceptionally good sellers. The Checked Velvet is supplied in men's and boys' sizes, while the One-Piece Tweed is shown in a splendid variety of Harris Tweed patterns.

Get after the smart men's wear trade of your town. A sample dozen of "Cooper's Best Sellers" will make a hit with your customers. Buy to-day as to-morrow you will pay more.

Cooper Cap Company

260 SPADINA AVE. Cooper Building TORONTO

The Monarch Suspender in its attractive girl's head box—the ideal holiday selling line

The appearance of the New Monarch Suspender is only equalled by its wearing qualities, which are such as to guarantee it big popularity and unusual selling success.

The Monarch line contains a splendid range of finest quality webs, tasteful colorings and patterns, fitted with strong, long-wearing leather ends, and well mounted.

The attractive box is just the thing for an effective window display. It contains one pair of Monarch Suspenders, one pair of Arm Bands, and one pair Garters. Send for a trial shipment to-day.

Select a few good lines, and feel the trade-attracting pull of the Monarch line.

Monarch Suspender Company

260 SPADINA AVE. Cooper Building TORONTO

Here's a Suggestion—
MacLean's

As a Christmas gift to your friends, will be like a new gift every month of the year. Besides it will save you time, worry and expense.

What You Do

Send us a list of those to whom you have decided to send MacLean's, with their addresses, remitting for each at the regular subscription rate of $2.00 per year. Write names and addresses clearly.

What We Will Do

We will mail a beautiful Christmas card to each of the friends you have selected, notifying them of the fact that MacLean's is to be their Christmas gift from you. This card, which will be printed in colors, will reach them on or before Christmas Day. The current number of MacLean's will follow.

The above card, printed in three colors, will reach the recipient on Christmas Day.

Enclosed please find the sum of $....., for which send MacLean's for one year to

.....

.....

.....

.....

.....

(Sender's name and address)

MacLean Publishing Co., Limited
143-153 University Avenue, Toronto, Ontario

Style-Craft

Uniform the Empire's Protectors

No need to carry a stock of Khaki, no need to keep a staff of tailors, no need to worry whether an order will get out on time or whether it will be right or not when you have the Style-Craft Tailored-to-measure service.

You secure the agency which includes full, yet simple, instructions for taking perfect measurements, charts, fashion plates, etc., hang up the *Style-Craft* sign, display the sample swatches, take the orders and we will do the rest, relieving you of all responsibility, by guaranteeing prompt delivery and absolute satisfaction.

The rapidly growing Canadian armies mean a demand for more and more officers' uniforms—who will supply them for your town, you or the local tailor?

Our officers' uniforms are correct in every detail, beautifully tailored and made of the best materials.

This business may be yours. Write for full particulars re our agency proposition.

E. G. Hachborn and Company

50-54 YORK STREET **TORONTO, ONT.**

The H.G.B. Boys

Cavalry Officer Top Coat Great Coat Infantry

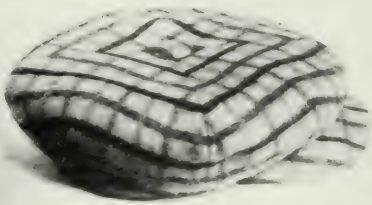
Helleur, Gariepy & Broderick, Limited
16 CRAIG STREET WEST MONTREAL, CANADA

Still Selling Big

22,000 so far

Join the army of progressive buyers and let us send you one Sample Dozen.

Also full line of Men's, Young Men's, Boys' and Juvenile Clothes.



The Mackinaw

made to match the popular Mackinaw Coat

Successful business men today are those who are buying and selling goods to the best advantage.
We ship just a little ahead of and a little closer than the other fellow, and are always prepared to give you the latest goods at very reasonable prices.
We are showing a fine range for Spring.
Let us quote you on anything in Caps.

BOSTON CAP CO.
219 St. Lawrence Blvd. MONTREAL

BANNOCKBURN SUITS

We are specialists in the good, old-fashioned Bannockburn Scotch Tweed Suits and Pants. Giving this first attention we have **styles, materials and prices** which no general manufacturer can touch.

SPECIAL ORDERS

receive prompt attention.

Suits cut, made and trimmed from own material if desired.

Write for samples and prices.

The Bannockburn Clothing Co.
WHOLESALE TAILORS
319 St. James Street, Montreal

Sales Booster
THE ELEVENTH

Which

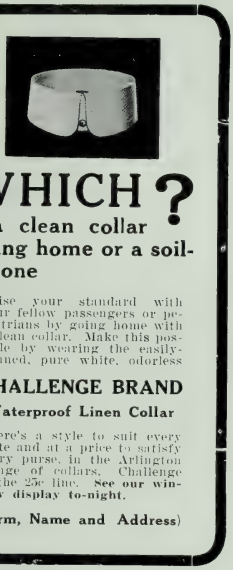
do you want, a half-hearted trade to come to you or a whole-hearted response to your aggressive advertising?

If you sell quite a few waterproof collars without trying, what do you suppose you could do if you tried hard to do more of this business?

In the first place, is it worth while? The answer is, decidedly Yes! but why?

Well, the man who wears a waterproof collar wears other clothes, has other needs, his business is worth while going after.

Now, there are different ways of getting in touch with him. One way is to wait until he comes into your store, then suggest waterproof collars to him; another way is to attract him into your store through your window displays, and yet another is to go after him right to his shop and invite him to your store.


WHICH?
—a clean collar going home or a soiled one
Raise your standard with your fellow passengers or pedestrians by going home with a clean collar. Make this possible by wearing the easily-cleaned, pure white, odorless
CHALLENGE BRAND
Waterproof Linen Collar
There's a style to suit every taste and at a price to satisfy every purse, in the Arlington Range of collars. Challenge is the 25c line. See our window display to-night.
(Firm, Name and Address)

Here is a suggestion for a small panel for your ad. this week. We supply more complete copy on request.

Which

will it be? We suggest that you try the latter way by distributing a dodger occasionally at the exit of the largest factories, drawing attention to your line and giving a central display to *Challenge Brand Waterproof Collars*, using cuts we will supply free of charge.

Then—follow up your first move with both of the other plans. This will reinforce your first efforts and give you triple assurance of cash-in-hand results—results that mean not only sales of *Challenge Brand Waterproof Collars* but of all other lines in your store.

It's well worth the effort. Why not try it out right now, using a straight *Waterproof Collar* dodger or making it general with the central item brought out strong for the collars?

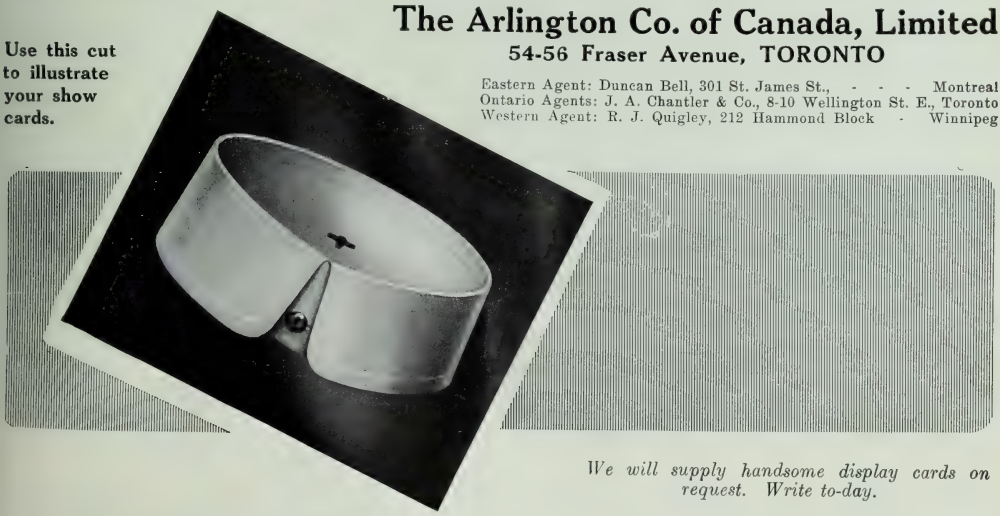
Challenge Brand Collars have exclusive features which appeal to all wearers.

Write for samples.

The Arlington Co. of Canada, Limited
54-56 Fraser Avenue, TORONTO

Eastern Agent: Duncan Bell, 301 St. James St., - - - Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block - Winnipeg

Use this cut to illustrate your show cards.



We will supply handsome display cards on request. Write to-day.

M.I.C. BRAND

NONE BETTER

MADE IN CANADA

FORAGE AND TRENCH CAPS

With or without band. Twelve distinct designs and qualities.

ALL REGULATION

$25.00 to $50.00 per dozen.

Write or wire for my new special cap catalogue and price list.

A. HARRY WOLFE

CANADIAN GOVERNMENT CONTRACTOR

UNITY BUILDING MONTREAL, CAN.

"Craftana"

Registered No. 262,0

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

We're Selling Agents *for*

Young & Rochester Shirts

Best English Quality - - Medium Priced

"Aquatite" Raincoats

"Rendelsham" Military Coat

Tress & Co. London & Luton England

Manufacturers of High Class Hats and Caps
Military Helmets, New Soft Trench Caps

We carry a full range of All Military Requirements

Canada is to raise an additional 100,000 men for her army. This addition will require hundreds of new officers and these officers must be equipped. Why not you have this profitable business?

We carry a full range of Khaki Flannel Shirts at $21.00, $24.00 and $26.00, also Zephyr and Silk Shirts.

Puttees, Slickers, Spencers, Neckwear, Stud-lace Leggings, Khaki Socks (plain and ribbed), Khaki Handkerchiefs (silk and cotton), "Sam Brown" Belts, Tan Leather and Rubber Boots.

Wreyford & Co.

85 King St. W. **Toronto**

Jobbers Sell 'em

Xmas "EZE," $3.90 per doz. net. In Patriotic and Fancy Boxes.

Xmas "EZE"
and
Xmas "CHAMPION" Suspenders
in Patriotic and Fancy Holiday Boxes
--they make useful and appropriate Xmas gifts.

No change has been made in the quality of the goods in order to cover the extra cost of the special boxes.

"EZE" Suspenders in Patriotic and Fancy Boxes are the same as the nationally advertised "Eze" Suspenders which have been giving Canadian men the utmost Suspender Comfort for years past.

"CHAMPION" Suspenders are the same strong, durable and comfortable Suspenders now as heretofore.

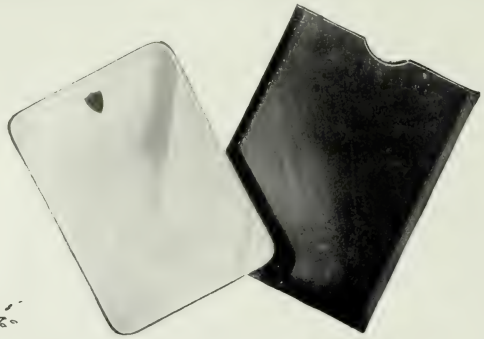
A window display of these two lines will attract customers to your store.

Our Xmas advertising campaign will be another big factor in sending new customers to your store.

Xmas "CHAMPION," $2.10 per doz. net.
In Patriotic and Fancy Boxes.

BUY NOW
from your nearest Jobber or direct from

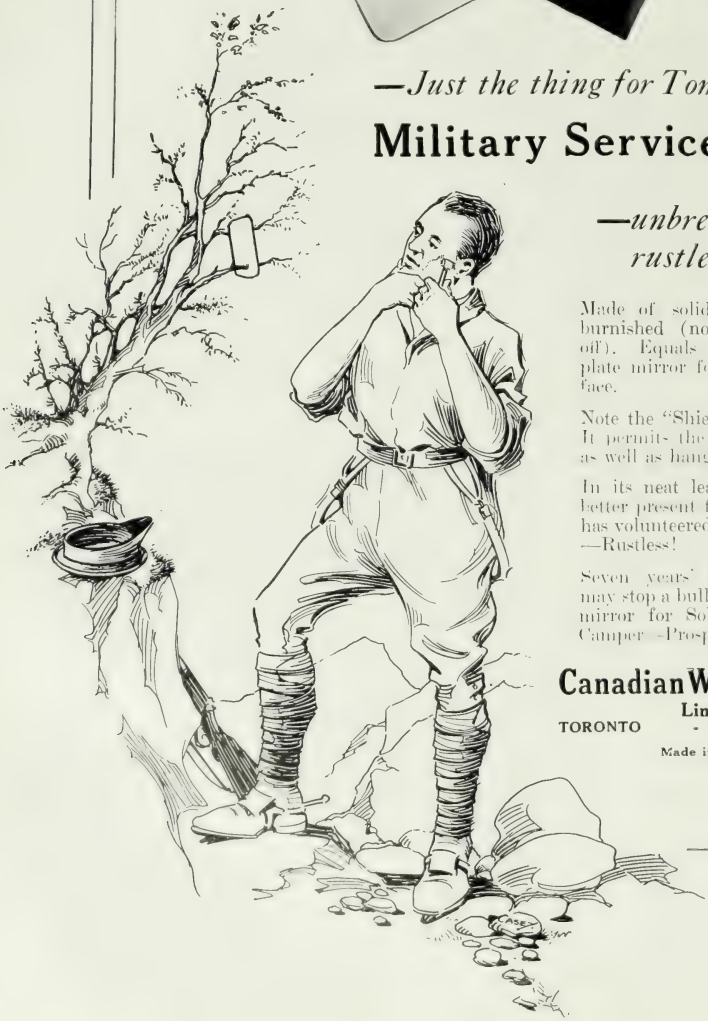
The KING SUSPENDER CO., 64-66-68 Adelaide East TORONTO, CANADA



—Just the thing for Tommy

Military Service Mirror

—unbreakable rustless



Made of solid Nickel Silver, burnished (no plate to wear off). Equals the best British plate mirror for reflecting surface.

Note the "Shield Shape Hole." It permits the mirror to stand as well as hang.

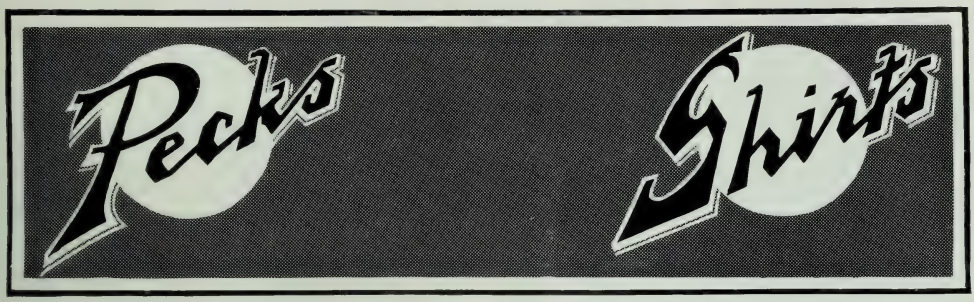
In its neat leather case, what better present for the man who has volunteered? Unbreakable! —Rustless!

Seven years' good luck! It may stop a bullet. The sensible mirror for Soldier—Hunter—Camper—Prospector or Tourist.

Canadian Wm. A. Rogers Limited

TORONTO - - CANADA

Made in Canada



Sell Shirts That Make Men Come Back to You For More—

A MAN may appear to be careless about quality when he's picking out shirts in the store. He may seem to pay more attention to the pattern than to the quality of the cloth. He may be more fussy about the buttons than about the fit. He may not seem to pay much attention to the label on the neckband.

But after he takes the shirt home —and puts it on, and wears it, and sends it to the laundry a few times— then is when he decides whether you will sell him the next shirts he buys.

If the fabric tears, if the dyes fade, if the seams rip, or if the cut is too "skimpy"—he blames both shirt and merchant in one emphatic outburst, and somebody has lost a customer.

On the other hand, if the shirt is cut full and comfortably, holds fast to its colors, and wears well, he goes back to the store where he got it for his next supply of shirts.

Peck's shirts are made to sell at all prices from $1.00 up, but each one will give the man who buys it every cent of his money's worth in long, satisfactory wear.

That is why merchants who push Peck's line find their shirt business growing so rapidly. It is business that pays them good profits from the start, because the quality in Peck's shirts is gained without sacrificing the retailer's margin.

Every merchant who believes in profits for himself and quality for his customers should see the Peck line before placing orders for spring stock.

Salesmen now on the road. If you have not received a call from one of them, write for samples and prices.

John W. Peck & Co., Limited

WINNIPEG MONTREAL VANCOUVER

OFFICERS' WOOL SHIRTS

Elegantly Finished
Perfect in fit

With the growing Canadian Army comes a growing demand for Officers' Khaki shirts of fine quality wool.

The new Deacon shirt, of wool taffeta, here illustrated, is making a big hit with the soldiers. It is made in coat style, has big pouch pockets, neat shoulder straps, and has two separate collars of Viyella flannel, either square or round points.

These shirts are shrunk before making, will be very serviceable.

Prices range from $24 doz. up.

Send a trial order to-day.

DEACON SHIRT CO. - BELLEVILLE, ONT.

"King George" Suspenders

Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.
BERLIN ONTARIO

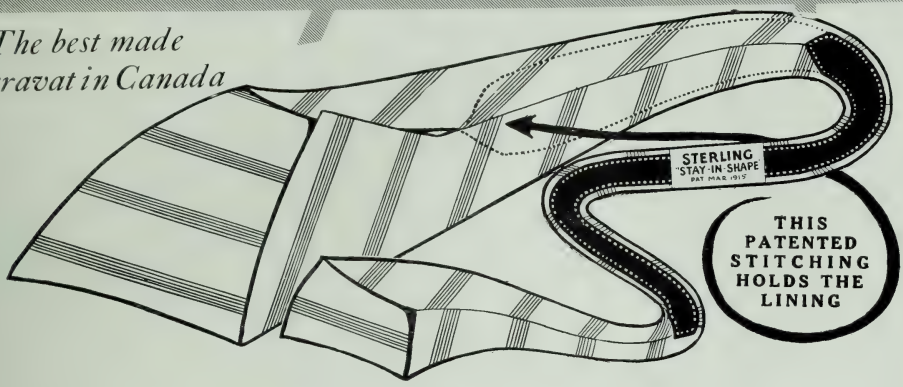
1916 a Khaki Year

See our range of Khaki Bloomers now in the hands of our Travellers for Spring 1916

The Jackson Mfg. Co., Ltd.
CLINTON, ONTARIO

It Stays In Shape

The best made cravat in Canada



STERLING

"Stay-in-Shape"

NECKWEAR

—does not pull out of shape

—looks better

—lasts longer

Costs $4.25 Doz. Latest designs in Swiss silk, all styles.

Splendid range for the holiday trade ready for prompt delivery. Latest designs at $4.25 per doz.—$4.50 in fancy Christmas boxes.

Sterling Neckwear Co.
LIMITED
"Where the Best Ties Come From"
TORONTO

Penmans Underwear

Made in many styles and fabrics
for Men, Women and Children

PENMANS LIMITED, PARIS, ONTARIO, CANADA

SELLS ON SIGHT

At $5.00 Each

To Every Military Man or Sportsman

CLOSED

WOLFE'S
M. I. C.
KHAKI KIT KITCHEN
PATENT APPLIED FOR

OPEN--READY FOR COOKING

A NECESSITY,
NOT A LUXURY

$30.00 a dozen
Sample $3.00 each

Write or wire for Samples, Catalogues and Full Details.

A. HARRY WOLFE, CANADIAN GOVERNMENT CONTRACTOR
UNITY BLDG., MONTREAL

Bear Brand
HOSIERY
Wears Well

Bear Brand
SOCKS
Wear Well

Controlled for
QUEBEC AND THE MARITIME PROVINCES
by
THE W. R. BROCK COMPANY (LIMITED)
MONTREAL

SOCK SPECIALS

ALL BEAR BRAND—HOSIERY—has two or more threads in leg and reinforced at generally weak points.

NOTE All lines 9½, 10, 10½ and 11.

SOLDIERS and SAILORS

Black Cotton Sock, medium weight, advanced toe, 3-thread heel and toe, 1 dozen to a box.

$1.30 a dozen.

BADGER

Fine gauge combed Yarn Sock of exceptional value, 1 dozen to a box. Colors — black, tan, white, grey, navy.

$1.50 a dozen.

TUSCUMBIA

A light weight, fine gauge, fibre silk leg Half Hose. Has mercerized top and cotton foot. This is an exceptionally good number. 1 dozen to a box. Black, tan and white only.

$2.00 a dozen.

BANKERS and BROKERS

A gauge weight, two-ply Silk Lisle Sock. Double sole, with high-spliced, reinforced heel and toe. Dressy in appearance, and has good wearing qualities. ½ dozen to a box. Colors—black, tan, white, grey, navy.

$3.00 a dozen.

PARASILK

A fine gauge Fibre Silk Sock, spliced heel, double toe, crowfoot stitched sole. This is a most popular line. Boxed ½ dozens. Colors — black, tan, navy, grey, white, Palm Beach.

$3.00 a dozen.

All the above are for Spring 1916 delivery. Samples now in the hands of our Representatives. Don't delay seeing them. Fibre goods will be very scarce —also dyes.

Specialty Goods For Specialty Stores

This is an age of Specialization. For 45 years our whole efforts have been concentrated in making of better "EVELEIGH BAGGAGE."

Stores specializing on the needs of men will find a small selection of Eveleigh High-Class Baggage—specially made for men—very profitable.

Holiday trade demands Bags and Suit Cases, with and without toilet articles, Brief Bags, Doctors' Bags, Wardrobe Trunks, etc.

Catalogue costs you a post card.

J. Eveleigh & Co LIMITED.

MONTREAL

"The Big Baggage Makers"

Branches:

Winnipeg Saskatoon Calgary Vancouver

ARM & HAMMER BRAND

SHIRTS OVERALLS

J.A. HAUGH MFG. CO. LTD.

Strength and Durability

are two very necessary qualities in overalls, and it's these features that have given

ARM and HAMMER OVERALLS

Forty years of continuous popularity

The price of Stifel blue overalls have remained the same. Our $12.00 lines have the famous triple stitch we are the only firm possessing this feature.

SHIRTS

We have a splendid complete range of cotton and flannel work shirts ranging in price from $4.50 to $15.00. Made roomy—extension neckbands ivory buttons.

WRITE FOR SAMPLES

J. A. Haugh Mfg. Co., Ltd.

658 King Street West TORONTO

Lifelike Display Adds Life to Sales

Make your Boys' Clothing look like Boys' Clothing by showing it on our forms. Then mother, father and son see how suit will look as worn.

Boys' Suit Forms, all sizes, 4 to 16 years

Boys' Suit Forms, 4 to 16 years, Men's Coat Forms, all sizes, 34 to 46

DALE WAX FIGURE CO. LIMITED

106 Front Street East - TORONTO

Miller Officers' Uniforms *and* Accessories

(EVERYTHING FROM RANK STARS TO WARM COAT)

Will prove a powerful magnet for drawing all the Soldiers' trade to your store. The Soldier needs a hundred and one different articles—*shirts, underwear, socks, gloves, handkerchiefs* and so on, and he usually buys the best he can get because he requires extra good service.

When you figure it up, isn't this business really too good to let slip by to someone else?

This is just the time to get started on this business. Secure the Agency for *"MILLER OFFICERS' UNIFORMS AND ACCESSORIES,"* and see how quickly your store becomes the headquarters for all the Soldiers' wants.

MILLER UNIFORMS *are not only a big money-maker, but a big trade-getter as well.*

We can give you all the necessary assistance and have a special measurement system that makes mistakes impossible.

MILLER UNIFORMS are sold at *real, wholesale price.*
MILLER UNIFORMS are highly correct in design and fit.

Send us a sample order for one uniform, we guarantee satisfaction.

The Miller Mfg. Co. Limited 44 to 46 York St. **Toronto**

UNIFORM CONTRACTORS TO THE DOMINION AND IMPERIAL GOVERNMENTS

The oldest and most reliable Officers' special order manufacturing Company in Canada.

Two Important Departments

The House *of* Coristine

are specialists in men's better values in Furs and Hats. Special orders given prompt attention.

FURS

Our stock of men's fur-lined and fur coats is very complete—all the popular furs and in the best styles. Place your sorting order now and meet the demand of the Christmas trade.

HATS

If you have not seen our complete range of Men's Hats, comprising all the latest styles and features of the European and New York markets, send for our splendid illustrated catalogue for Spring, 1916.
The range is now in the hands of our representatives.

JAMES CORISTINE & COMPANY, LIMITED

MONTREAL

MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 5 TORONTO, DECEMBER, 1915 No. 12

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THE MACLEAN PUBLISHING COMPANY, LIMITED

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Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

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MEN'S WEAR REVIEW

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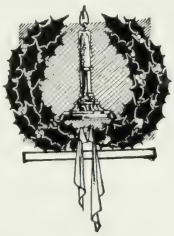
SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies $1 a year; United States $1.50 a year; Other Countries, $2 a year; Single Copies, 10 cents. Invariably in advance.



OUR 1916 range of men's sweater coats, scarfs, etc., in all the latest and best shades, styles and finishes is now being prepared. These lines will please you, we know.

In presenting this announcement we thank the Men's Wear merchants of Canada for their patronage during the past and wish them the season's best greetings — *A Merry Christmas and a New Year chock full of prosperity.*

The

Monarch Knitting Co., Limited

Dunnville, Canada

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. V. TORONTO, DECEMBER, 1915 NO. 12

XMAS PRESENTS THAT WILL "GO"

A List as Long as the Ten Commandments — Scarfs, Ties, Jewelry, Safety Razors, And So On, Ad. Infinitum—Presents for the Ladies, Such as Hose and Gloves—A Word or Two on How to Show Your Xmas Goods

PERHAPS a little too much has been written about the opportunities there are for the haberdasher building up a successful business in jewelry, and various kindred lines. One must admit that, after all, the demand for this class of goods in a men's wear store is limited and that at best, it is only a side line. There is one month out of twelve, however, when this department is exceptionally fruitful, or should be. If it is not, it is because the dealer has buried his jewelry stock, or has failed to create an impression that his is the logical store at which to buy gifts for men. That month will begin about the time this issue reaches your hands.

The writer paid a visit the other day to one of the largest furnishing stores in Canada. This house has a neat jewelry case in the centre of the floor the whole year round, but on the occasion of my visit, they were beginning to magnify this case into a special Christmas department. In normal times, only a few sample lines, such as razors, cigar cutters, silver pencil cases, tie clips, etc., are displayed in the glass case, while a large reserve stock embodying a much larger range of goods is carried in a series of drawers below. These are now being resurrected, polished and brushed into shape for the festive season now approaching.

Some Things to Sell

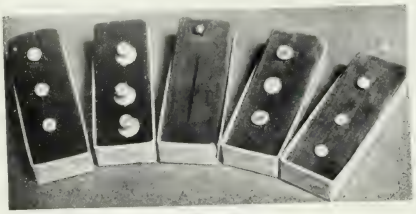
Here are some of the smaller articles suitable for Christmas gifts which I found hidden away in these drawers: leather cases for carrying men's jewelry, stud boxes, undressed kid handkerchief cases in green, tan and grey; leather razor kits, portable slippers, which fold into neat pockets — the very thing for travelers, and a new line on the market; pocket knives, made specially for carrying on the watch chain; cigar lighters and cutters; sets for dress wear, including links, vest buttons and shirt front studs

A series of really "useful" gifts in woolen garments and such. Shown in the Jaeger store in Montreal.

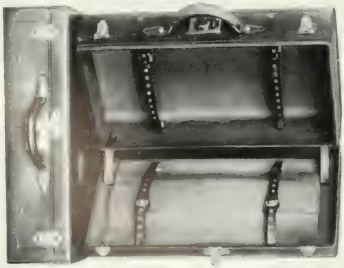
Some Quick-Selling Christmas Gifts

With a trim like this in your store the wifely customer would feel impelled to say to her husband, "A useful gift for yours; I shall buy you some shirts." You've got to hand it to the New York retailer who produced this!

Supposing you were to stock a few pairs of ladies' hose, boxed like this, don't you think you'd sell them sure enough?



What makes a better Christmas gift than a snappy set of collar jewelry? And the ladies know it and look for it. Sample by Pearson Bros.



A traveling case is a mighty good gift. J. Eveleigh & Co., of Montreal, put up some nice gifts in this line.

"Five-in-One"—cane, shirtings, hose, cravat and collar. If you had such a display on a table handy to the customer, he—or she—might seize on something by way of a Christmas present, don't you think? The New York men's wear man who made this trim knows his business.

to match; safety and non-safety razors; razor blades, and most important of all, perhaps, stick pins in handsome cases. It is the latter especially which require to be brought out of seclusion and made presentable.

In passing, it might be interesting to note that the store mentioned above is located in the financial district of our largest city, and is essentially a man's store. It enjoys, perhaps, the most select patronage of any store in Canada. Very rarely indeed does one see a lady in that store—except during December. Having a reputation for handling what is choicest in men's wear, the ladies flock there to buy Christmas gifts for their men friends.

Two Leading Lines

While this store handles a hundred lines suitable for gifts, they concentrate their efforts on two lines which they consider admirable for the purpose, and their sales of these articles are enormous. Now these two Christmas leaders happen to be typical men's wear lines, handled by every haberdasher in the Dominion: they are scarfs and neckwear.

Talking of mufflers—you couldn't want anything nicer as an easily salable Christmas gift, now, could you? A. T. Reid & Company show some crepe de chine and some foulards scarves, and it is hard to say which is the nicer. Rich, full colors are used, and the designs are those of very old and rare English prints.

The scarfs they intend to push this Christmas are bandana handkerchiefs, of which they have got in a large stock. This particular bandana is about 12 inches wide, and 42 inches long, with a silk fringe. The colors are red and green, red and yellow, in Persian small and large flower effects. The price runs in the neighborhood of $2.50, and it makes a singularly appropriate Christmas present.

While in former years their energies have been directed towards the sale of the ordinary neckwear in boxes, they intend this year to push silk squares at $5 00 apiece, which can be used either for scarfs or for making ties, which can be purchased individually at $2.00 each, being made right on the premises.

It must not be inferred that sales are confined to these two lines, but it has been found that ladies buy largely of mufflers, neckwear, pocket handkerchiefs, and gloves. The better class also buy largely of smoking jackets and dressing gowns. In handkerchiefs, this house has a special line for the holiday trade, being a white crepe, with a half-inch colored border, the colors being grey, purple, green, Copenhagen and navy blue, which sell at $1.50 apiece. In gloves they are pushing washable cape, and suedes in light shades of grey.

It is natural to suppose that this house takes advantage of a season like Christmas to sell suitable gifts for ladies. Their masculine customers ask for them, and it is a well-known fact that men dislike doing business in a lady's store, especially at a time like Christmas.

The stock of ladies' goods is not heavy, and is confined to three lines suitable for gifts—hosiery, umbrellas and gloves. To avoid carrying umbrellas all the year around, a stock is bought on consignment, and what are not sold during the holiday season are exchanged for men's.

The Ladies—God Bless 'Em!

This idea of catering to the women's holiday trade is by no means a new one. Hannan's, of Montreal, have gained quite a reputation as dealers in women's gloves, not only at Christmas, but all the year around. Being located uptown, they are more accessible to the St. Catherine St. shoppers.

The writer has noticed, especially in Western Canada, that many stores handle traveling goods, such as leather bags, rugs, and especially fitted traveling goods. It is customary to use these in conjunction with palms as decorations, and to give them a place near the ceiling. If they are not out of sight, they will be out of mind, so better bring them down from their lofty positions and line them up with stick pins and safety razors as "suitable Christmas gifts for him."

The department stores realize the business possibilities of traveling goods at Christmas, and go after it hot. If men's wear stores carry the line, why shouldn't they get this business as easily as the department stores? They have even better prospective customers than their larger competitors. There is good profit in traveling goods, and manufacturers are equipped to handle last-minute orders. Only a sample or two is required, and a catalog. A word or two on what is selling in this line might be in season. Suit cases with fittings are not so popular just now as club bags. Ivory is more popular than black, and has been for a year or more. The best French ivory is scarce, and xylonite is being used as a substitute. It is cheaper, and does not take on a yellow tint like ivory.

Lastly, don't forget that all the soldiers are not fighting, and thousands of gifts for military men will be bought long after the last mail has left for Flanders.

A COMPLETE CHRISTMAS WINDOW

The Soldier is the Best Bet—An All-round Window—Everything the Tommy Might Need—All Prices Are Clearly Marked—An Inclusive Window Displays Everything From Shaving Soap to Great Coats.

Special to Men's Wear Review by Traveling Staff Writer

THE men's furnisher who is doing any business at all in things military must perforce get in his Christmas display early. In fact, so far as its usefulness in connection with presents for the men at the front is concerned, it should have been in about a week ago.

It was for this reason that Men's Wear Review, as usual, was first in the field with suggestions for early displays to catch the public and induce the public pocket to shell out for presents appertaining to the soldier; to be sent to him either "Somewhere in France" or at the Dardanelles, or in England, and which might be sure of getting to him by Christmas.

The Two Macs Ltd., of Ottawa, one of the largest and most influential retail men's furnishing houses in Eastern Canada was well to the front with their Christmas window having special reference to the men at the front. It was in by the end of October and so caught the trade which it was necessary to get at that time, in order that the gifts for the men at the front bought by the public of Ottawa might leave at the latest on Nov. 10th.

Soldier the Best Bet

In conversation with the Two Macs Ltd., we were told that they thought "The soldier is the best bet for the men's wear men this Christmas. We have proved it in this window which only concerns itself with the men at the front. You will notice that we have devoted a whole window, and that at the most prominent corner in Ottawa, the

Some display! The Two Macs at Ottawa took real advantage of the October issue of M.W.R., followed out the article on catering to the men in khaki and used a M.W.R. show card to cap the lot.

corner of Bank and Sparks streets—to Christmas gifts for their soldier friends."

"We followed the suggestions outlined in the October issue of Men's Wear Review and got in this display early in order that the people who bought at our store might catch the mail in good time, so that the boys at the front got their presents for Christmas. We had this window display at the end of October. This allowed ten or twelve days for buying.

Using Men's Wear Review

"That show card in the middle of the window looks familiar," we said.

"Yes," answered the window trimmer with a smile, "I got it from Men's Wear Review. The figure in the middle of the card at top is one of your sample ads. and the reading matter underneath it is the reading matter which accompanied the sample ad. in a recent number of your paper. It makes a dandy card, doesn't it?"

Modest as we are, we had to admit it.

"The idea was," went on the window trimmer" to put in this window everything from A to Z that the men at the front could possibly want. You will notice that we have everything there from shaving soap to a great coat. And along the line we include such things as puttees, leather dressing cases, khaki ties and handkerchiefs, sweater coats, gloves, drinking cups, unbreakable mirrors, safety razors, leather pocket cases, brushes and comb in case, 'hussifs'—in fact every mortal thing that the man at the front could possibly need."

"This window is pre-eminently an example of what suggestion will do. Very obviously most of the people in Ottawa have somebody connected with them at the front, either in camp here or in England, if not actually in the fighting line. So that everybody would be naturally anxious to send something in the way of Christmas to their soldier friends. But they might not know, thinking it over quietly, exactly the best thing to send, because the range of what they might send is so wide. It was, then, up to us to display all the possibles and let them come and look in the window and eliminate such that were improbable, according to special circumstances, and thus leave things that they knew—more than we—were wanted by their soldier friends.

Admirable Trimming

"As to trimming. We used Fall and Christmas leaves and we did not have too many of them. I think the success of the use of Christmas decorations of this kind is enhanced by the fact that they are few and far between, but that they are enough. I do not believe in overcrowding. You will notice, too, that we used the Union Jack on one side and it was conspicuous enough without taking up too much room and precluding our putting all that we wanted to in the window. The festoons of Christmas colored paper across the window are just enough, but again not too much. We put the little things we had to sell down in the front of the window and so displayed them, with the bigger things behind, so that the little showed up the big and anybody standing in front of that window, within two minutes could see everything. All was so displayed as to tellingly attract."

"We got results all right," said the window trimmer with a smile. "We found that a lot of sweater coats sold and things like ties, mufflers and so forth. Leather goods were an exceptionally good seller and so were gloves and puttees. The little things, however, we did an enormous trade in. For some years now we have had a steady trade in shaving soap and safety razors and in shaving accessories of all kinds. Probably we do the biggest trade in this kind of thing in any store in Canada and we have proved again and again that it is a paying proposition to install in a men's wear store shaving accessories and that sort of thing because it is so natural that the average man would want to buy his shaving accessories at the store where he buys his handkerchiefs, ties, shirts, hats and boots.

"There is one feature in this window which is particularly well worth while and that is that everything is priced and the price can be clearly seen. This is a very necessary detail, particularly at holiday times, when shopping is heavy and people have comparatively little time for the amount of work they have got to crowd into it. This window would have lost half its pulling power, if the different articles in the window—so many of them as there are—had not been marked clearly with the price. Everything there, from the unbreakable mirror and the little drinking cup up to the British warm coat, was clearly priced and the figure could be seen at a glance."

There is another detail too, which, in our estimation, is entirely commendable. That is the wise and discriminat-

A section of G. Hawley Walker's window was devoted to officers' equipment, the index to which was a show card that our readers will recognize.

ing use of cards beginning with a big one in the centre and embracing the smaller ones all over the window. This is an important point. We had the opportunity of discussing this particular window with some people in Ottawa and someone said to us,—a member of the buying public—"That show card in the window was a daisy, it focused attention right away. As soon as I saw the word 'Send Postie,' I wondered where I had to send him, and how that matter concerned me. In my estimation it was certainly a dandy show card."

While this class of window—the military window—has already had one opportunity of doing big business, it still has another. The illustration which we reproduce here was used in connection with sending presents overseas. It must be remembered, however, that there are a great many soldiers quartered in Canada and who will be in Canada right over Christmas. Our towns and cities are full of soldiers in camp and in billets and there is an excellent opportunity here for the progressive men's wear man to get out and get business. A window of this kind is a very fine example. Simply by removing the centre card referring to soldiers who are overseas, it might be used and probably will to attract trade for the soldiers quartered in Canada.

The soldier is the best bet for this Christmas, whether he is in England, France, the Dardanelles, or quartered in Canada. Men's wear retailers will find it pays to devote one of their windows, if they have two, to the soldiers' trade.

This is the Christmas of useful presents; that was the slogan of Men's Wear Review two months ago, and it is being amply lived up to and used by readers of Men's Wear Review right throughout the country.

SENSIBLE
SUGGESTIONS
for the
SOLDIER'S
CHRISTMAS
Heavy Underwear - Khaki Sweater Coats
Woolen Vests - Military Sox - Woolen
Scarves - Woolen Gloves - Khaki
Braces - Khaki Handkerchiefs - Nickel
Mirrors - Puttees - Money Pouches -
Swagger Sticks - Khaki Silk & Knitted Ties.
WE CORDIALLY INVITE YOU TO
VISIT OUR MILITARY DEPT.

What could have set off the message in this window card as well as the illustration in the corner, the cover of the October issue of Men's Wear Review? G. Hawley Walker show alike their business initiative and their good taste in its selection.

THINGS MILITARY AND THE WINDOW CARD

THE use of an attractive show card in connection with Men's Wear Windows is a very important matter to the men's wear dealers. At this Christmas season in particular, it is of double importance that the show cards used by the men's wear dealers be snappy in design and outlay as well as catchy in their appeal. Equally important is the additional attractiveness which is furnished by the use of a good drawing or painting or photograph on the display card.

We reproduce a card on this page which was used by G. Hawley Walker Ltd., Toronto, representative of the Fit-Reform Clothing. Mr. Walker's card was exceedingly well executed so far as general effectiveness is concerned. The message was good, it was topical, dealing with the subject of presents for the men at the front and in khaki, generally, and was big enough to ensure it being seen.

Mr. Walker himself agreed, as did many people, however, that the main feature about this card was the figure used in the corner. This was a picture of a soldier kneeling in the trenches undoing a box of Christmas presents and pulling out such things as underwear, sweater coats, etc., etc. This drawing was the front cover on Men's Wear Review, October issue, and the G. Hawley Walker Limited store could not have had a better cover for their military show card than this—'if we say it ourselves as shouldn't.'

This card commanded a gooo deal of attention. It was used first in the centre of the window for about a week and then put at the side of the window in connection with the military department. The first week it was used when the whole window was given over to things military, including presents for the men at the front. In other articles in this issue we have shown that the military end of the business is going to be a big feature this Christmas. Have you definitely realized this? It is axiomatic that the display card, if well done, is a good index to the window. Just as in the index to a book, you may find a hint and a pretty complete hint as to what is in the book. So in the case of the window card. The public should be able to look at that and glimpse, in one minute, the significance and the conclusiveness of the contents of your window. We think the card we show is an excellent example of card-writing art—and we must say we admire the taste of the G. Hawley Walker store in using the illustration which they did use for their card.

"SOME DIFFERENCE"

Last year's silk hat in Canada was that of the hat on the left, a la Francaise. This year's goes back to the days of five years ago and is, consistently with every other detail of man's evening dress this year, absolutely conservative.

DISPLAY METHODS THAT WILL DRAW

Using the Flags of Britain and Canada — Judicious Application of the Santa Claus Idea—The Back of the Window—Bring Out the Xmas Idea

THIS number of Men's Wear Review will get to the trade just as the trade is preparing its Christmas window display. Indeed a great number of men's wear men throughout the country have already got this under way and possibly there may be something in this article which will add to what they have already done, while for those who have not yet commenced we offer some pointers.

Inasmuch as this Christmas will be spent under the shadow of war, we suggest that it is wisdom to make as much as we can of the brighter side of it. Why not display the Canadian flag prominently in your window? The colors will blend pretty well with Christmas shades; the red can be made identical with the red of the holly berry. One big ensign might be set off by a couple of Union Jacks, or one big Union Jack set off by two Canadian ensigns making a pretty good background. Much, of course depends upon what sort of window space you have to display in and how it is situated, and such details as how the back of the window compares for size with the front. But a background of flags, upon which may be super-imposed Christmas decorations in the way of holly branches. leaves and Fall leaves might be an A 1 attraction.

Not Cheap or Tawdry

Above all keep away from making your Christmas displays cheap or tawdry. The time for that sort of thing has gone past and the up-to-date merchant believes that money is well spent in securing some good looking and stout and attractive decorations.

Now as to background first. This should be changed from any ordinary month of the year and a mighty good basic beginning is to alter the panels at the back of the window. It is easy to get beaver board and you can get this for any size panel. Cover these boards with a strong sort of silk cloth or rep in, say, a nice dark holly green or the red of the holly berry. A good idea, too, if you have lots of this material would be to follow the idea out by draping the material around on the base of the window. Let it lie in soft folds and if you have any pillars or pedestals in the window, drape it round them. If you are going in for the thing to any great extent why not stencil a design of holly and mistletoe and general Christmas greens as a border round the board at the back of the window?

The general idea of Santa Claus does not need to be harped on too much. Christmas will always be associated with Santa Claus, but at the same time a men's wear store, as separate and distinct from a children's shop does not bother much with the particular sentiment engendered by Santa Claus although it does with the generic. The best way to use Santa, possibly, is to decorate the side and the back of the window with his image; use him a good deal in your display cards. Use him too, by the by, in your newspaper ads.

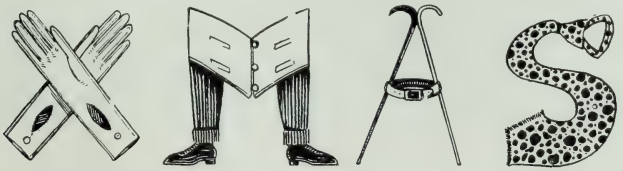
The Christmas Spirit

See that every inch of your window has the Christmas spirit and carries a message from you to the man or woman who is looking for Christmas gifts. Follow this out by all means in your display cards. Get attractive tickets for the goods and in this connection it is the simplest thing in the world to get a sprig of holly, either actual or artificial and pin on to the tickets or if not paint the holly leaf or some Christmas green on the corner of the ticket near the price. Use Christmas slogans. In short—have the word Christmas so deeply impressed upon the buyer's mind that it is impossible he should forget it.

With regard to outside decorations. If you can afford it go in for some colored electric lights in red and green and if you feel you can go to the expense why not have 'A Merry Christmas' up in electric lights outside the store. For outside decorations too, and these are the cheaper kind, Christmas trees along by the window are pretty good and all these things help to engender the Christmas spirit.

Above all get busy with your ideas for your Christmas window and make all your plans and work out all your suggestions in plenty of time. You will need plenty of time and the more time you devote to it the more successful is your window and the general Christmas effect of your store.

Get the co-operation of your clerks, ask for their suggestions and listen to them when you get them, and with all working towards the same end it will be found that a Christmas display is comparatively an easy thing to attain and is a pretty good stunt for pulling business at this time of the year.



A suggested idea for a novel Christmas window card. Why not try it?

THE APPEAL THROUGH EYE-GATE

This is the Raison d'Etre, Says R. H. Biggs of a Good Display — Catching the Newly-Made Officer's Eye—Use of the Telephone and Personal Visit

ONE of the best windows we have seen in connection with things military is that which we reproduce on this page by Mr. R. H. Biggs, of St. Catharines. This window was dressed two or three weeks ago in connection with the Newspaper Display Week, and proved to be one of the best, from a business-pulling standpoint, as well as from being a good example of window dressing art.

We commend this window because so very much was made of a comparatively small space. This window is by no means a large one and yet, without it appearing any too crowded, by the gentle art of suggestion and by tactful and knowledgeable handling, the window was made to display anything and everything in connection with the military trend of the men's wear business.

This window was the display of S. Biggs, of St. Catharines, in the recent newspaper display week. It is one of the best military windows we have ever seen. The shells, the bulldog and the picture, all add topical touches. We do not wonder that this display "pulled" the business in things military.

A Paying Adjunct

We hear, as we go up and down the country, in search of wherewithal for readers of Men's Wear Review that more and more men's wear men are finding the military business a paying adjunct to their furnishing business. In many cases it has taken some months for the men's wear men of Canada to find this out. There is, as one may see at a glance, considerable money in getting after military trade.

We asked Mr. Biggs, whose window this is, what he was doing to secure military trade, and he tells us "that I am keeping my windows trimmed as nicely as ever I can." This is the first point and possibly this is the most important. The appeal through eye-gate is an important one. Many a man is sold simply because he looks at your window. "If you can so dress your window," said Mr. Biggs to The Review, "as to attract a man who is standing outside and not wanting to come into your store, enough to compel him to come in, then I think you have achieved the art of salesmanship, so far as salesmanship by suggestion is concerned."

"This is just as true," Mr. Biggs went on, "of the man who is desiring something in the way of military equipment as in any other way. A man who has taken a commission, and is wondering just where he will get his uniform will be attracted by the window which I have. There the equipment that he will need is displayed for his approval, and it would strike his eye as soon as he stopped outside the window. You notice that I show a uniform, puttees, gloves and other appurtances of an officer's uniform.

"I place a good deal of stress upon etceteras. This is necessarily so. In the appeal through eye-gate the etceteras count a good deal. As you note I have trimmed my window with some shells, one or two good paintings representing military scenes and so forth. All these little details help. In my opinion the details in window dressing are the most important thing, because the more you have by way of surroundings brings out the central things you wish to display.

Per Telephone

"One way I have found valuable in getting after military business, is by telephoning. As soon as I hear a

man has got a commission I get hold of him on the telephone and point out to him that I should like him to look over my list of military samples. Quickness in seizing the moment is the whole thing in getting after this business. The officer has not very long to get himself fitted out in, and the early bird gets the worm. In addition to that, of course, where I know his address, I write to him, if I don't personally call on him. When I can, of course, I give him a personal call, and tell him of the things I have and that I think I can fit him out as well as anybody else."

We feel confident that this window was one that got results, and we are not surprised. It was a valuable addition to the newspaper week's display, and we are glad that such a clever window was produced by a men's wear retailer.

FORM "TWO-BITS" CLUB

We hear of a men's wear firm which is doing good work in aid of the Patriotic Fund, having instituted a "Two-Bits" club at the men's wear store. Every customer or traveler entering the establishment is invited to become a member of the organization, the membership fee being 25 cents, or "two-bits." The benefits to be derived from affiliation with the club consist mainly of a sentiment of satisfaction in having helped a worthy cause.

Each member signs the register and drops his quarter into a box placed handy for the purpose, and the roll now contains over fifty names.

GIGANTIC BRITISH ORDERS

In reply to recent criticisms alleging that large orders for khaki cloth had been placed in the United States while the English manufacturers were idle, the British war office has issued a memorandum noting that the British purchases of khaki cloth since the commencement of hostilities had aggregated 109,000,000 yards, of which only 4,500,000 yards were purchased in the United States. The total includes shirting and overcoating material, as well as material for suits.

While it is known that Italy recently placed large orders in the United States, it is also noted that the English textile works are busy on a Russian order for a million yards of khaki and serge placed last week at a price, according to the newspapers, in the neighborhood of $1.40 a yard. The war office memorandum gives the figures of garments bought by the war office since the war: Socks, 36,000,000; undershirts, 3,900,000; drawers, 15,200,000; jerseys, 5,000,000; comforters, 6,800,000; body belts, 3,700,000; worsted gloves, 2,600,000, and blankets, 12,200,000.

MONDAYS FOR HOLIDAYS

A petition is being circulated by the Northwest Commercial Travelers' Association in Calgary in conjunction with a Dominion-wide movement by the commercial travelers, urging that the Dominion Government pass legislation making every legal holiday, no matter what the nature, fall on the second day of the week, Monday.

The petition urges that the celebrated birthdays of kings and queens and former sovereigns, as well as Thanksgiving Day and other feasts of the calendar, each and every one be legally celebrated on Monday, and the petition specifies that the Monday following the day now celebrated be chosen.

The purpose of the petition is to make the work of commercial men such that those who get home for the week-end may celebrate the holidays with their families, instead of on the road in some dismal little town or village where there is no chance for enjoyment or either for business.

Showcase trimmed with suitable Christmas gifts for men. The glass shelf carries such articles as jewelry boxes, collar bags, razor kits, penknives, handkerchief cases, razors, etc. On the base of the showcase are bandana mufflers, portable slippers, club bags, toilet case, and canes. Photograph was taken in the store of Max Beauvais, Montreal.

Can You Beat It?

We don't think so. We wouldn't know where to look for the one that could. This trim of evening dress essentials, by Balmer, made especially for Men's Wear Review is—in the language of the high-brows—a peach. Notice the soft lines of it, the general graceful contour. The balancing of black and white is the work of a man who knows what art is. The soft folds of the black velvet at the bottom enhance the whiteness of the shirt and vest. Altogether it is a work of art, and we heartily commend it to your attention.

Evening Dress From Top to Toe

SOME time ago, when a rather important boxing match was held in Montreal, quite a number of spectators attended attired in evening dress. A reporter of a Montreal evening newspaper, making a rough survey of the crowd present, rudely observed (in that comic manner so characteristic of a certain type of sporting editor) that "there were a number of people there dressed in waiter's suits."

I was reminded of this when discussing the changes which have taken place in evening dress during the past year with a well-known Eastern haberdasher who is considered an expert on the details of this subject. He produced a sketch of a dress suit, radically different from anything ever evolved before in history. "That," he said, "is the kind of thing you see at a horse show, and at very few other places. You may see a man wearing a creation of this sort in a tea room; he is probably a comedian, and before being that he was no doubt a waiter. He walks about and says nothing, otherwise he would put his foot in it.

"In a well-dressed man you never notice the changes which have taken place. His figure has a lot to do with what he shall wear, and how he shall wear it. If it suits him to have his clothes tight-fitting, let him have it so. I will admit though, that the tendency is towards more tightness than in the past. Details, such as a cuff on the coat, is a matter of taste, and is reserved for the younger man. I don't object to them, but it all depends on the man who is wearing it. On the whole there are few features in the coat this year to make them distinct from those of a year ago."

Skirt Rather Full.

The chief features of the coat is its fullness: the lapels are of medium width, and silk faced. There are three or four silk-covered buttons on each side. The dinner jacket, on the other hand has a peak lapel, faced with silk, the material usually being dark grey. The pockets can be either open or flap pockets.

The war has had much to do in eliminating fancy touches such as braid and colors. It has brought us back more than ever to plain things, and men will demand the standard evening dress for this year's functions. The effect of the war is less pronounced this year in another direction: the season never really opened up. One of the largest haberdashers in Canada declare that they did not sell a dozen dress shirts during the whole season last year, whereas this year business has opened up bright and early. People are beginning to feel that they cannot stay in mourning all the time.

The white vest is all right this year, and I notice that many dealers have confined their stock entirely to white stuff. For two or three years four buttons have been worn, and four buttons are being worn this year, or in some cases, five buttons with the last undone. In every case the opening is oval or U-shape. The materials are plain mercerized, fine oxford, white corded silk, or mercerized cloth with a raised cord.

The shirt depends much on the class of trade catered to. In the high class hotels one finds stiff shirts being worn, while another class are wearing soft shirts. Speaking in a general way, small pleats and mushroom fronts are in order for informal wear, and starched white pique for formal evening wear, with pique cuffs to match. Formerly it was customary to wear a pique bosom with linen cuffs.

Poke and Wing Collar.

The collars worn are, as usual, the poke and wing, the latter being more for informal evening wear. The demand for wing collars is much greater than for poke collars, the wings being not too large, and more round than square. The tie being worn is made with round ends instead of square, of pique or dimity. A new thing in gloves being offered this year is a sanitary perfumed kid, with assorted black and white embroidery. All gloves should have silk gussets to permit ventilation.

GOTHAM LIKES THE VARI-COLORED BATH ROBE

Rich Conventional Tapestry and Scroll Designs Are Sought After—The Broad and Forked Dress Tie—Brown Derby Finds Some Devotees.

Authentic and Authoritative Fashion Resume

Coming

The form-fitting overcoat seems to have most of the exclusive trade.

Velvet collars are the rule and not the exception.

Warm chocolate shade is de rigeur for Winter overcoats.

Dark shadow effects still strong in suits.

The vari-colored bathrobe adorns His New York Majesty. Persian, tapestries, and scroll designs are IT.

Brown Derby has some devotees among well-dressed men.

The British silk square is the muffler par excellence.

Harmony between shirt, tie, and muffler is a desired haven.

Fancy waistcoats have come to stay. Square collar is the only thing for lounge wear just now.

Office of Men's Wear Review,
115 Broadway, New York.

IT is now two months since my last letter from here appeared in your magazine and these two months have served to confirm the tendencies which I predicted back in the Summer. Just a word or two on the situation. New York retailers are finding business good and very good, they are basking in a real prosperity glow. Crops are all good. War orders and loans have meant a lot of money for America. Many people have economized for about a year but they can't economize 'ad infinitum.' They have got to buy sometime and they are beginning to find out that they have made their old clothes do just about as long as they will. Everywhere up and down New York and up and down most of the States too you can hear prosperity talked and lived. This is a big buying season. The retailers of the country, in more lines than the one in which we are interested, are cashing in on it.

Starting with the most important thing first—that is actual clothes—we may say first of all that form-fitting overcoats in New York have come to be recognized as **the thing** for Fall and Winter. You see very few of the really well-dressed men here in New York wearing loose overcoats although there are one or two. I saw one of our leading men the other day in the Waldorf and he was wearing a coat built on the Kimona principle but most men, by long odds, are wearing fairly snug fitting overcoats. Velvet collars are the rule and not the exception you will remember that I predicted this about four or five months ago. So far as colors are concerned, a great many blues are seen but these are not in the best stores. I think perhaps a dark grey or a dark brown, a sort of warm chocolate color, are the most favored at the present. Shoulders are rounded and built to fit the figure. There is no padding of any sort and on the other hand we do not see the hunched-up shoulder which obtained some little vogue about a year ago. The waist is fairly high. The hips are well rounded and the chest is roomy; in fact the whole coat is roomy. Rough and smooth worsteds are the materials most preferred. I think there are more double-breasted coats worn than single-breasted this year. The only single-breasted ones that have any vogue at all have the button buttoning through. There is no concealed-buttoned coat, unless it is one that is worn for business wear, a dark grey or black and rather a severe and formal looking coat which elderly men affect.

Shadow Effects Still Strong

As to suits, what I said a couple of months ago with regard to shadow cloth being the right thing for Fall is now corroborated. Lots of dark brown, dark green, and blue shadow and check effects are to be seen, and the shades and tones of these suits are certainly pleasing. What is more, they have the recommendation of suiting almost any man. Some of these suits have more than two shades and are generally conducive to the wearing of any kind of neckwear at all. As to shape, the suits are, of course, form-fitting but they do not go to the extreme of a hunched-in waist or a too-tight shoulder. One or two of the merchants are showing some rather freakish coats. I saw one the other day on the Avenue, and it had a very pronounced waist, distinctly high, so that the bottom of the coat fell in skirts on either side. I do not think this model, however, would be one which many men would seek after; it is rather too outre. There are no cuffs on the sleeve at all; cuffs on the trousers are optional. There is a growing tendency among better dressed men to dispense with them.

The Vari-Colored Bath-Robe

There seems to be a revival of interest in New York in bath robes of vari-colored and ornate design. One I saw recently was a silk robe in a dark red and the pattern was a very large one of conventional roses in purple and white. The lapels were of pure silk and the sleeves had cuffs of the same material, the lining, of course, was silk. I understand that some of these bath robes are being sold in a very rich design in flannel. Persian and tapestry and old scroll designs seem to be the most favored. Some are made with a belt across the back.

One of the newest things in footwear for men is a shoe the upper of which is made to resemble a spat. This is of a dark tan color and the upper is of fawn colored suede, which fits down well under the sole after the manner of a spat. By the by,

IT FITS LIKE THE PAPER ON THE WALL

New York's Winter Overcoat—The Suit is Not Too Loose and Not Too Tight — Silk Squares Are the Muffler De Rigeur—The Bell-Crowned "Topper" is Back.

Special to Men's Wear Review by Maclean, New York

spats are not worn here a great deal now, although at the beginning of the Autumn there was some tendency to wear them. The exception is that a number of people are wearing white pique spats with morning and formal clothes, but for general lounge and business wear they are not very much affected.

The Brown Derby is again in popularity and has got a great many more devotees than it has had for many a year. This is part of a movement to reinstate the Derby instead of the soft hat. The grey Derby has proved a red herring. The black is just as much worn as ever and a good deal more so. In fact it is seriously displacing, with some men, the soft hat. It is undoubtedly much more contributory to an effect of formality than its counterpart. In soft hats, a pearl grey is still very strong even with the well-dressed man. This is somewhat singular because it has now been with us for some time. Its nearest rival is a dark or olive green, while the newest thing of all is the two-tone effect in such things as grey and black or two different tones of green or buff and black or something like that.

Silk Squares for Mufflers

In place of the knitted muffler which we have known now for so many Falls and Winters, has come the British silk-square. This is either in foulard or in pure silk; in some other in crepe. The colors for the most part are very rich and I find that this year there are no stripes. The few men that wore this sort of thing last year had a preference for regimental stripes. This year a scroll design or spots are the most popular. The advantage of this kind of neckwear or scarf is that it can shade with the cravat and hat perhaps better than the old silk knitted muffler.

The fancy waistcoat is here and here to stay, at any rate for this season. Both single and double-breasted models are shown in the different windows and the well-dressed man in the street is wearing either one or the other. The opening is fairly narrow and fairly long so that a good deal of tie is shown. The waistcoat may have either four or five buttons. In one or two extreme cases, I have seen only three. Warm browns, greys and black and white checks and here and there a blue one in some fancy pattern are the most displayed. Both stripes and checks are passable but checks seem to have it over stripes. Some of these fancy waistcoats are in silk and certainly they add a certain snappiness to a well-dressed man's attire.

The old Frenchified silk hat which was worn a couple of years ago and just a little bit last year has disappeared entirely and we are getting back to the old bell shape. This is conservative and is indicative of the conservative trend in dress. I see that in your last issue you went into this extensively so that I do not need to deal with it very much in this letter. The front of the waistcoat in evening dress is now cutaway distinctly sharp and that has the effect of showing more and more of the vest. Trousers are medium width, the tight and narrow ones of last year are entirely gone. A great many men are wearing black vests and I hear in some quarters that white are taboo. On the other hand a number of men would never think of wearing a black vest with an evening dress and certainly from what I hear from the salesmen in the stores, the white vest is still as popular as ever. As you stated, for vests, the "U" shape is distinctly 'au fait.' The lapels, forming a sort of wide oval, are on every vest. White silk, pique, and different scroll and brocade effects can be had in white vests. Three buttons are the rule. The points are long and sharp.

As to shirts, panels composed of narrow stripes at different intervals and interwoven here and there with dainty designs on self-figured ground are about the best thing going. Polka dots are also prominent. All-over patterns are relegated to the limbo of last year. As to colors, greens, red, orange, some shades of browns are all 'de rigeur' and everything is to work out with the idea of general harmony. By the by, there is a greater tendency evident now amongst the better dressed men to harmonize in tie, shirt, handkerchief, even silk scarfs and fancy vests. As to evening shirts, the great thing is either plain or silk figures pique. The silk may be either single or double and the bosom stiff. There are still a few tucks and ruffles shown but not so far as the best stores are concerned.

There is nothing very new in collars. The square collar is the most favored at

Going

The tightly-fitting trouser on either the dress or lounge suit is taboo.

Nobody who is anybody would think of wearing a grey "Derby."

The knitted muffler, temporarily, steps down for the silk square.

Spats—except white piqué—are not affected this year.

The hunched-up shoulder and general tightness of suits is over—for the present.

There are no cuffs on coat sleeves now.

And many men are disallowing the cuff on the trouser.

The Parisian note in opera hats, which still lingered in the air a trifle last year, is heard no more.

present and most men seem to have got away from the cut-away collar which has a very wide opening in front. The height of the new collars is a little more than it was six or seven months ago.

As to cravats, the tendency I remarked a couple of months ago towards the narrower tie is even more noticeable now. This, of course, gives, or should give the purchaser more in value for his money in area of tie. Beautiful colorings, rich but in a great many cases dark and inconspicuous are the order of the day. Bright superdesigns stand out boldly from a darker ground. There are some exquisite shades of puce, amethyst, royal blue, burnt orange and all sorts and conditions of greens.

So far as evening dress ties are concerned white is the thing. One or two exclusive men are wearing black with a white edging and vice versa but the average man seems to think this is a throw-back to the styles of a couple of years ago and won't bother with it. Nevertheless I saw a very important man indeed, a man who is reckoned one of our best dressers, wearing such a tie the other evening. It was black with a white edging and made of brocaded slik.

Maclean
New York.

SIMPLICITY + GOOD TASTE = IMPRESSIVENESS

So Says "Maclean, New York"—Descriptions of Recent Gotham Windows—The Wise Display Man Who Adapts the Quality of Les Autres—The Passing Show in Metropolitan Shops.

Special to Men's Wear Review by Maclean, New York

OFFICE of Men's Wear Review, 115 Broadway, New York, November 12th, 1915: We are now in the full flush of late Fall and early Winter showings, and Christmas is in the near offing. I always think that display men seem to speed up as the big season approaches and the windows here are certainly the best ever.

An outstanding example of the art of bold display was a window in the store of Weber & Heilbroner. Simplicity was its keynote. There were no special backgrounds, no fancy drapes of piece goods, and no intricate poses—just attractive goods tastefully arranged to look their very best. Nothing could be more simple and perhaps nothing more impressive. Each unit was posed on a pedestal and coat stands were used in all excepting the centre, where a form-stand was introduced. The centre pedestal consists of an oval table-stand which is becoming a very popular fixture in the better-class shops. Hat, cravats and gloves were shown but not in a way to detract in the slightest from the prominence of the clothing.

Garments Carefully Draped

Each garment was carefully draped to emphasize its distinctive features. For instance, the lapels, sleeves and pockets in each instance were clearly shown. As a whole, this trim was about as clean-cut and inviting as would be possible in the display of such clothing.

You will probably agree that this is an exceptionally effective trim but may feel that in your particular case space will not permit of such treatments. Of course, this may be a fact, but by careful observation of many shops it is evident that the trouble lies largely with the trimmer or his superior who cling to the moss-grown idea that the more you can cram into a window the less are the chances of losing a customer. For instance, a shop I know, showed in a window of similar dimensions about the same number of clothing units as were in the display I have just described, and to further inspire the onlooker with the desire to buy, the spaces, which in the example here pictured are the hall-marks of character, were crowded with cravats, shirts, hosiery and invitation cards until the window was a maze of confused articles. In the adjoining window was a shirt and cravat display; therefore the combination of accessories and clothing was evidently supposed to enhance the attractiveness of the clothing. Judge for yourself the effect of this trim compared with the more refined type.

A stunning display of evening clothes is seen in the illustration of a window from Saks & Company. This grouping offers many good suggestions in presenting garments which are difficult to pose attractively. Both swallow-tail and Tuxedo suits, accompanied by their proper correlatives, are on view. The different heights of the units are produced by pedestals which are concealed by a meandering drape of white shirting material. This odd foundation is also used for display of accessories.

Unsymmetrical Arrangement

The unsymmetrical arrangement of the units is a most pleasing departure from the usual clothing trim and the unique background treatment is an interesting study in itself. The background is home-made. The window man is evidently an all-round artist as the screen here seen is but one of many remarkable productions along this decorative line which he has designed. It is made of composboard and covered with grey felt which is glued tight along the edges. The decorative design in the form of a conventionalized jar of roses is appliqué work done by skilfully pasting on the small pieces which were carefully cut out of white and black felt. It must be admitted that only with those who have a natural instinct for such art is work of this intricate character practicable, owing to the time the average trimmer would necessarily consume at it.

Looking upon every attractive display of merchandise as a galaxy of ideas the trimmer who sees nothing worthy of adaptation in the accomplishments of others is surely minus the quality of absorption. No matter whether they are good or bad ideas, according to his judgment, there is always something to learn by studying them. If considered good, they become useful material and if undesirable one still gains by avoiding them.

It is well to remember that, in making the displays better, more important and more efficient, no trimmer can help making himself the same. If this conception of his position were more thoroughly understood, the average window artist would soon become an indispensable factor in the shop's force.

Saks and Company in New York know the value of detail. As a window display of evening dress this is par excellence.

The Sport Collar

That collar, oh, that collar!
It was worth at least a dollar
To behold a thing so gloriously gay!
How its wearer would regret it
Should a cyclone ever get it
And pick him up and waft him far away!
It looks, somehow or other,
As if someone's little brother
Had been parted from his pretty Sunday suit.
As they spread it out and trim it,
That new collar is the limit,
In the way of men's apparel, sweetly cute.

That collar, oh, that collar!
It's enough to make you holler
As it floats along the street in jaunty pride.
It's a fashion's new creation,
It's paraded with elation.
And a modern Summer man is just inside.
We thought his trousers funny,
Were too little for the money,
As they showed his ankle half-way to the knee—
But that collar is a wonder,
And it makes the man in under
Look like a sail boat drifting out to sea.

—Orillia Packet.

DISPLAY CARDS FOR CHRISTMAS

Half the Secret of the Successful Display is in the Cards — Pointers and Samples Which You Can Adapt.

Eleventh of series, Cardwriting Made Easy

By R. T. D. EDWARDS

AS regularly as the Christmas season comes around the question arises in the cardwriter's mind: What about Christmas Cards? You feel the desire for something new, something different. You want to get away from that stiffness which is often displayed on lithographed cards. So hunt up all your Christmas ideas, anything of a holly or poinsettia nature, Winter scenes, pictures of Santa Claus and let us see what can be made from them that will look new and different to other years' cards.

There is one thing that should be impressed upon the cardwriters and that is the advisability of getting these cards made up, ready to letter, before the Christmas rush sets in. If the making of them is put off until they are required, they are often skimped; so utilize every spare minute from now on.

Illustrations and ideas for illustrations can be secured from many different sources. The main one is from the Christmas postcards. You can obtain more ideas from these than all other ways put together. They seem to obtain limitless suggestions which can be worked up into attractive holiday showcards. From magazines, journals, children's Christmas books, etc., many useful ideas can be obtained. Whenever you see a suggestion that can be worked up into a showcard, keep it, because if you cannot use it immediately you will later.

A spray of holly leaves makes an exceptionally good one for copying, especially if there is not much detail about it, such as the one shown in Fig. 1. Fig. 1 illustrates the different steps required in order to make a completed drawing. When you have obtained a good holly spray, one that is suitable for the corner of a card, place a piece of transparent tracing paper over it and trace the main lines with a soft pencil. When this is done place carbon paper under tracing tissue and place in desired position on the card, then trace again all lines. These will be very light and this must be traced with a coarse pen and waterproof ink. It is imperative that waterproof ink be used because of the coloring operations.

The final stage to complete the drawing is the coloring to make it look like natural holly. Use only transparent colors for this work. If only a small amount of work is to be done, use transparent photo tints, but should you require large quantities of color it is advisable to use bottle inks or mix them from aniline dyes.

To color the leaves, first apply a light coat of pale green. When dry, shade with the darker color in desired places. The berries should be of a bright scarlet, touched up with white and black, to give a round appearance.

Experience is the best way for you to learn to shade these drawings. Always keep a blotting paper within reach in case you add too much color; in such case the blotter will absorb the surplus fluid.

The Cards

The collection of cards shown gives a fair idea of many ways in which to work up Christmas cards. I do not pretend to say that there is any great work of art about any of these, but the idea is to assist the beginner to make a good, presentable card for Christmas. The followers of these lessons will find in these cards what I have taught in the previous lessons and when there is anything that is new I will endeavor to explain as I go along.

Card No. 1 has a very simple layout, but do not neglect to measure it all accurately before applying the pen or brush. The two illustrations must be equal distances from the ends of the cards and also parallel with the edges of the card. They also must be placed the same distance from the bottom as from the top. These points are absolutely necessary on cards where two similar illustrations are used in the same manner. The heavy ruling on this card is a pea green shade and applied with a number six red sable writer. The color must be in good flowing order,

Fig. 1.

As many dealers cater at Christmas to the whole family, we show samples of cards complying with that tendency.

not too thick. The fine line ruling is of black ink made with a stub pen. The heavy square-faced lettering is of black and made with the No. 6 brush as already shown. The small lettering is the work of the stub pen which was used for outline work in the first two lessons of this series some months ago.

The scrolling has not been taken up as yet in lesson form, but must be made very quickly with very little color in the brush. The color used must be of a light shade, such as pale mauve, so as not to detract from the reading matter and yet harmonize with the green border.

These two illustrations were taken from two postcards. They are both Winter scenes and give that Christmas feeling which all Christmas cards should impart.

Card No. 2

Card No. 2 is not one of a showy nature at all, in fact it is inclined to be the opposite. The only thing about it which denotes Christmas is the design in the corner. This is drawn on the card, not cut out and pasted on as in the previous case. The design was taken from a private greeting card with the exception of the monogram in the centre which was added. The border on this card can be made a bright green and the narrow ruling black. The heavy lettering was taught in lesson No. 8 and the shading in last month's. Cards after this nature can be used in the better class of displays.

TOOLS AND MATERIALS

Here are the tools and materials which are required to make cards shown in this article:

No. 6 red sable writer, stub pens and holder; good, straight ruler, black waterproof ink, cardwriter's black for brush, and for pen; two shades of green, Opaque color; transparent colors for tinting; paste; transparent tracing paper; carbon paper; coated white cardboard; soft pencil; scissors; Christmas cards, and illustrations for cutting out; blotting paper.

Card No. 3

The evergreen trees laden with snow, shown on card 3, are drawn with pen and ink and were taken from a newspaper illustration used in last year's Christmas advertisements. This was transferred direct from the newspaper to the card by means of carbon paper, on account of the thinness of the paper which allowed an impression to go through it. When the paper is too thick for this the method shown in Fig. 1 is the best.

The waterproof ink is used for tracing and the transparent colors are used to color the background. Leave the trees the natural cardboard white. The heavy ruling around the oblong panel is made with one stroke of the flat brush and the fine line is ruled with the stub pen. The lettering is the same as taught in previous lessons. Any name can be substituted at the bottom. You should have no difficulty now in being able to master this work.

The children must not be forgotten by the showcard writer. They are just as important when it comes to getting the Christmas business as the grown-ups. So we must make showcards that will attract their childish eyes and fill their hearts with gladness and what more does a child desire than to see the smiling face of old Santa. To them he is quite real and they dearly love to think and tell of what they want St. Nick to bring them. So I think a showcard with a picture of Santa Claus on, in a display which interests the children, is a good business-getter. Card No. 4 is just one of hundreds of different suggestions for children's Christmas showcards. The illustration was taken from a lithographed postcard. The lettering is a square-face block type as taught before. The little spray of holly was drawn with waterproof ink and colored with natural holly colors. The scroll work can be done in either pale green or gilt. The wide border is of pale green and the narrow ruling is made with the pen.

Use of Illuminated Capitals

Card 5 shows the use of the illuminated capitals. Illuminated caps are used extensively throughout the show-

(Continued on page 58)

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY — 145-155 University Av. TORONTO, CAN.

VOL. 5. DECEMBER, 1915 No. 12

TO EVERYONE GREETINGS

SOON, very soon, the time traditionally associated with "Peace on Earth, Good-will to Men" will be with us again, and we take this opportunity of extending our hearty greetings to you all.

This is the second Yuletide which we shall spend under the shadow of the Great War—not the shadow of the gloom of despair, but that of the havoc which red war must play with all of us. In some ways we stand this Christmas where we stood last. Few there be amongst us who have not felt the wind that the sickle makes as it swings through the air—if not the cut. Few there be who have not loved ones at the front or on the way. And all of us have given and suffered and expect to give and suffer. With work to do we would not have it otherwise. In these respects we stand largely where we did.

In another regard, we have moved onward, though the path be all too terrible testimony to our progress. The power of the Hun has been lessened; his beard has been singed. He no longer progresses. He merely holds—and finds it hard at that. And he will find it harder. The Allies are infinitely more able to win now than a year ago. So, in that we do not stand where we did; we have moved further on.

"Peace and Good-will"! There would seem to be little in common in the word with the battlefields of Europe. Yet never was good-will so hearty as that we all extend to our own boys and to those of our gallant Allies at the front. The very word has taken on a new meaning in these days, and a deeper. "Good-will to *our* men" will be at once the wish and prayer of Canada this Christmas-tide. It will emphasize the link forged with red chains, chains of the blood that Canadians and British and the Allies have shed, and in the shedding of which have made a tie that binds closely and more closely yet each nation to the other.

As to peace—there can be no peace till there be reparation, measure for measure, pressed down and running over. He who cries "Peace" when there is no peace will find no ear even as he has no justification for being. Peace we want, and peace we shall have, but it will be a peace of our making after those weaker ones, Serbia and Belgium, have been recompensed, in some sort, for the work of the dastard hand of Germany.

We extend our hearty greeting to you all this Christmas. We say to you as we know you say to us, "Courage, take heart, exercise a large faith." Then shall be brought "Peace on Earth, Good-will to Men" and the peace will be real, and the good-will heartfelt.

CLOTHES WON'T LAST FOR EVER

"....BUT I go on forever," sang the Brook, according to Tennyson. That's allright; brooks may go on forever, but it's a cinch—to use an expressive vulgarism—that clothes don't. Men are just beginning to wake up to that fact. When war came there was a spirit of economy abroad throughout the land. Much of it was sane and wise. Some of it was senseless and foolish. But wise or foolish the average man suddenly became seized of the idea, at the outbreak of war, that he must buy no more suits or overcoats. His last year's hat would have to go. Shirts of yesteryear might not be quite as fresh-looking as when he first wore them, but they had still some value, and he must put up with them. Boots would stand re-soling, and so the price of a new pair would be saved. Thus—Mr. Average Man about eighteen months agone.

Well, he kept it up for many moons; in fact, it has only just dawned on him that though you can make last year's hat and coat and shirts and boots do for a few months extra, all things come to an end. The awakening has come. What's more, the Christmas shopping season will be here within a few weeks. These two are coincidental circumstances. Having realized, at last, that he must get new apparel some time, what more natural than that this decision, already planted, should be fed and watered by the Christmas feeling? It seems to us that here is conclusive reasoning for good Christmas trade, and better Christmas trade, by far, than last year's.

Play up to it! Make your advertising in the dailies in your town reflect this knowledge, and so handle it that you draw into your store the men who need new clothes and have decided, at last, to get them. Get out circulars, and point it out in these. Display your windows so that you hammer it home via them too. Use showcards, and tell the Man in the Street to come on in, that your store has everything he could wish for, and that goodness knows he needs some new clothes.

In short, go on the assumption that apparel won't last forever. Many men have had to make theirs last longer than usual, through the exigencies of war, but there are good times coming, and they are on their way. There is little unemployment now, comparatively; crops are excellent, business is getting better and better, and is being built upon a solid and safe foundation. You know these things; get up and tell them to the men in your town. Then cash in on them.

CLOTHING MANUFACTURERS AND WAR CONTRACTS

By JOHN BAYNE MACLEAN

A CONTEMPORARY makes the charge that an order for military clothing was placed through a Toronto real estate agent who turned it over to a sweat-shop, pocketing for himself a profit of $20,000—which is very properly described as political graft.

Hon. Mr. Kemp, chairman of the Canadian War Purchasing Commission, has issued a positive denial that he gave any orders to a real estate agent. Our investigation indicates that both statements are correct. A Toronto real estate agent admits handling such an order and making $25,000 profit. It was not for the Canadian Purchasing Commission, however, but on a contract for the British War Office.

At the same time, the exposure of this unbusinesslike method of placing orders has been of very great value in awakening our own Purchasing Commission to a proper sense of their duties and responsibilities. In deciding to establish a War Purchasing Commission, and in his selection of its members, Sir Robert Borden has shown himself to be a bigger and broader man than appears on the surface. The opportunities for making fortunes for friends, through war orders, are so numerous and the influences at work are so powerful that it takes a mighty strong party leader to withstand them. So far, Canada is the only one of the countries at war that has been big enough to place the greatest source of graft above party influences. And, of all the allied countries, Canada is the one in which we know from observation there has been the least amount of graft in high places. Incidentally these sentences are a pretty strong endorsement of the Conservative leader, but they are not more hearty than he deserves. At the same time he must not infer that his entire policy is satisfactory and deserving the support of the business interests of the country. As long as he retains in important Cabinet positions ministers who have shown themselves to be utterly incompetent for the national duties they are paid to perform he will not command the full respect and support to which he could attain. It is safe betting that if he would be brave enough to replace these men with the ablest executives in the country, regardless of party, he would have the support of 99 per cent. of the business men of Canada, as well as their employees, for employees in matters of this kind vote with their employer.

The personnel of the Commission is ideal—Mr. Kemp is a recognized leader in the metal industry, Mr. Laporte in foodstuffs and Mr. Galt in everything relating to wearing apparel. The Prime Minister has done his duty, the members of the Commission do not appear to have done theirs. They have not secured experienced and competent men for carrying out the details, and they have not exercised close enough supervision over the placing of the orders. Business men, too, very properly complain of the curt and generally unsatisfactory way in which they are treated by the employees of the Commission.

In the case of clothing orders, it is admitted that important contracts have not gone to the recognized leaders in the industry, with their large, well-equipped factories, but to small concerns whose work is done among the poor people, mostly foreigners, in what must be, without doubt, unsanitary surroundings. An official of the Commission asserts that they were justified in doing this without making further inquiry, because tenders were lower than those quoted by the recognized manufacturers. This is evidence of the incompetence of the employees of the Commission. An experienced purchasing agent would investigate the reason for this. He would find that under our Factory and Health Laws the regular manufacturers had to spend thousands of dollars; that under our Employers' Liability Acts many more thousands had to be put up; that under trade union agreements they had to pay much higher wages and no doubt got a higher grade of work. To these burdens must be added the higher cost of interest, insurance and taxes on modern buildings. These are all overhead expenses which must be taken care of in making up a tender. The sweat-shop manufacturers have none of them. They can quote a much lower figure and still make a greater profit than the regular manufacturer. Under these circumstances, the passing over of recognized manufacturers was not only unfair; it was an outrage. The clothing trade has the assurance that it will not occur again; but the country at large is also interested in knowing that all orders will be intelligently but economically placed. It is known that other orders have not been. The work of the Commission should, therefore, be closely watched, and helpful criticisms and suggestions placed before one or all of the three Commissioners personally. There can be no doubt they are sincerely desirous of doing what is right in the interests of the country and the manufacturers.

It is doubtful if the public recognize the menace of sweat-shop work in clothing—that is, clothing made up in the homes of the very poor: mostly foreigners, crowded together in small rooms. It is in these places where tuberculosis is most prevalent, and certain other loathsome and infectious diseases are not uncommon. There is just about to be issued at Washington a report by the United States Public Health Service in co-operation with the Joint Board of Sanitary Control in New York on the health conditions in the clothing industry. The investigators found that only about 2 per cent. of the workers were free from defect or disease; that tuberculosis was undoubtedly the most prevalent disease, and was most prevalent of all among the poorest-paid classes of garment workers. The cough, cough, cough of these people must deposit myriads of germs on the clothing, to be inhaled by the wearers or brushed off in their homes and perhaps infect their families.

Considering all the circumstances, the Militia Department would be justified in refusing all clothing from the Purchasing Commission not made in sanitary surroundings. The retail trade of the country should do likewise and refuse to deal with any but recognized manufacturers.

WHAT THEY ARE WEARING IN LONDON

By MACLEAN, LONDON

88 Fleet St., London Office, Men's Wear Review,

IN CONTRA-DISTINCTION to what you say with regard to overcoat fashions this autumn in Canada, the form-fitting coat and not the loose is the overcoat for us here in London. We have now had several seasons of the Raglan shoulder and the loose slip-on sleeve has been popular here in town for three or four seasons at least. It may be that the return to the form-fitting coat, which is accounted distinctly conservative, is part of the influential movement of things military. There is no doubt that the form-fitting coat, fairly high waisted, worn in some cases with a belt and in other cases without, is somewhat along the lines of a military cloak and more so than the long, loose, raglan garment we have had for two or three years. At any rate the form-fitting overcoat is being worn by the best men. The cloth is very often a frieze or heavy woollen, with a check or shadow pattern, in warm browns and a nice, dark green, and in some cases plain black are the shades which I see about town this Autumn.

There is very little new in suits, that is either in style or in color, except possibly that a great many of the smarter men are wearing blue serge. Probably this is so because serge is difficult to get and the man about town naturally runs after what will be exclusive and difficult to procure. As to style there is positively nothing new. We have no time here, as I have told you again and again, to bother with suits, and there is now nobody to wear them except the few diplomats, and American and British newspapermen and the actors on the stage. More and more people are in khaki and what few are left soon will be—it seems to me.

There is one thing in connection with lounge suits that I might just remark on. It came into my head because the other day I saw Sir Henry Donaldson, just before he left for Canada. Sir Henry was the head of the Woolwich Arsenal, and I understand went over to your country to go into the matter of shell making. He was wearing a suit, the like of which I have not seen for some time, although it used to be popular some years ago. The coat and waistcoat were of dark cheviot, while the pants had a grey stripe and were not the same sort of cloth. You will remember four or five years ago this kind of suit had a great vogue here for semi-formal occasions, and my tailor tells me that he has been making a number of suits for elderly men along this line lately.

SIR H. T. DONALDSON
Chief Superintendent of Woolwich Arsenal, who came to Canada to help "reform" the Shell Committee.

* * *

A Freakish Dresser

Strangely enough, the night after I had seen Sir Henry before he left for Canada, I was at one of the Revues and noticed Mr. Basil Hallam wearing an exactly similar kind of suit. This is about the most conservative thing that Hallam has worn for some time. I think I have told you before in these columns that he is regarded as a somewhat freakish and always up-to-date dresser, although he always dresses in excellent taste.

I am sending you, with this, a photograph of the Rt. Hon. Reginald McKenna—known to his friends and intimates as Reggie—the now Chancellor of the Exchequer. He has been very much in the public eye lately and is a familiar figure these days walking to the House. It is a remarkable thing that McKenna seems to do more walking than motoring these days.

You will notice by this photograph that he is wearing spats and he is one of the few public men at present who are wearing this accompaniment. Spats had their vogue in England right up to last year, but I don't see many this year. However, Mr. McKenna is big enough to dress as he likes, and so I suppose he wears them for warmth if not for show. You will notice he is wearing a conventional morning suit, with a silk hat that is—as usual with Mr. McKenna—about a year behind the times.

Denis Eadie's Tweed Suit

"The Man Who Stays at Home" has had a big run ever since the war started, at one of the theatres here, and this is possibly due to the fact that it is Mr. Denis Eadie who plays the leading part. Mr. Eadie is a producer as well as an actor of the first rank and his work in "The Man Who Stays at Home" has been as good as anything he ever did. In one act he wears a tweed suit and he wears this suit as if it were part and parcel of him. I don't know a more excellent, although always a quiet dresser than Mr. Eadie. In one act the Harris tweed suit he was wearing was of that quiet, unobtrusive, but solid kind

(Continued on page 58)

The Rt. Hon. "Reggie" McKenna, Chancellor of the Exchequer.

A Soft Answer . . . . Keepeth the Customer

A Parable By H. S. E.

ONCE upon a time there was a certain man whose was the ancient and honorable calling of a clothier and furnisher. He had many virtues, and because of them he had progressed a good way along the road which may be called moderate success. He believed in advertising, and in that connection he scrutinized Men's Wear Review month by month for sample ads. Also, he dived into the same paper, issue by issue, for ideas on cardwriting and window trimming. In all modesty I ask "How could he, therefore, be anything other than successful?" Most everything else about his store was also all to the good. He bought his stock often and in sensible quantities, so that he wasn't carrying a lot of old stuff. Further, he was a good salesman: indeed he was said to be a cracker-jack (which is synonymous with "peach," and "dandy" and is likewise vulgaristic).

And yet—since truth-telling has ever been one of the fortes of the chronicler—this near-successful men's wear man had a fault. It was a whopping big fault, too. The fact is he was a quibbler, an oppositionist, an argumentative, contrary sort of being. He carried efficiency methods too far, and if you do carry them too far, it's as bad as not carrying them far enough. Too much is more than enough! This men's wear man was as obstinate and pigheaded as you make them. He was always right: he couldn't be wrong. And if he could be, he wouldn't think of admitting it.

He had a **'penchant'** (oh yes, Mr. Editor, I **do** know what that is) for arguing, for being disputatious. Things must be just so-so. He would never admit anybody else's point of view. If someone came and told him he had made a mistake, he would argue his head off to show that he hadn't. He didn't see that often to take the line of least resistance is a mighty good business resource. He didn't know the meaning of the word "politic." Either a thing was right or it was wrong: and even when he knew he was right he would never sacrifice the knowledge because it was polite so to do.

Let me illustrate.

A man went into his store one day.

"I want half a dozen collars, fourteen and a half," he said.

The argumentative one got the collars "Fourteen and a half," he said, to make sure of the size.

The purchaser, who had been a customer for some years, nodded. He bought the collars and went home.

That night he opened the parcel and put one of the collars on. After about ten minutes hard wrestling—in about the fifteenth round, as it were—it began to dawn on the man that the collar was a size too small. He looked at himself in the glass: his energies had made him blue in the face and the flow of language he turned out made the air a similar shade. He snatched up the rest of the collars, went down stairs, and darted out of the house with blood in his eye and the offending collars in his mitt.

He strode into the store of the men's wear man and flung the box down on the counter with a dramatic and haughty gesture (after the manner of Ethel Barrymore when she says: "That's all-l-l there is: there isn't any moah!")

"Why the blank blank and a couple of more blanks did you give me the wrong size, you———."

Now, I'm willing to admit that no self-respecting men's wear man likes to be called a blank-blank-and-couple-of-more-blanks. I don't wonder it got the salesman's goat. Indeed I'm willing to allow it would have secured my animal too. Still, a soft answer, you know, turneth away wrath: it also pacifies the customer and retains his trade. There is where I claim the men's wear man I started to tell you about got in wrong. If it cost him a big swallow to do it he should have said "Oh! I'm very sorry, Mr. So-and-So. Allow me to change these collars. What size do you want?" Then all would have been for the best in this best of all possible worlds (I don't know what that means exactly, but it's a present fashion in journalese).

What he did say was: "Why the Sam-Hill don't you ask for the right size? then you'd get it."

"So I did," quickly returned the other.

"You did not."

"Yes I did."

"You did not. The size you got is the one you asked for" roared the argumentative and oppositionist men's wear man. "Think I don't know what you ordered."

"No, you don't."

"Yes I do."

And so on and so on for about five minutes these two went at it hammer and tongs. At last the customer quieted down some. "Well, you'll change them?" he asked, "they're not dirty at all!"

Here is where the argumentative one carried his efficiency, his sure-I'm-right-ness too far.

"No, I won't," he said. "You got what you asked for, and I'm not going to change them now."

That, of course, started the whole quarrel again. The row in that store was awful: Babel had nothing on the argumentative one and the customer.

"Do you mean you won't change these collars?" at last asked the customer.

"That's what I've said, and that's what I mean. You got what you asked for," replied the other, doggedly.

"And you won't change them?"

"Not on your life," said the argumentative one; and went on straightening up his counter. "I know when I'm right, and when I'm right I'm not going to be made wrong."

The customer looked at him one moment.

"All right," he said, "all right, but I'll be gol-darned if I ever get anything in this store again."

And I'm inclined to think he will.

* * *

Well, you see? The men's wear man was right. He had given the size asked for and he knew it. But I think you'll agree that, even so, it was **policy** (and spell it in caps, now, Mr. Printer) POLICY, to allow the customer to be right. After all, it was a small thing to surrender: only a matter of putting six collars in a box and bringing out six more in their place. And it meant the keeping of a good customer.

That men's wear man's fault was a big one. Every successful, big business house to-day has, as a first maxim, "The customer is **always** right." Half the time, of course, he isn't. But it's policy to allow him to be, always.

A soft answer turneth away wrath, and, what's more, it keeps the customer.

Photograph That Fine Window

It May Win Our Monthly Prize

¶ You have a fine Xmas display this month. Perhaps it is of ties, handkerchiefs, collars—perhaps of clothing. Anyway, it has brought you business, making you a little richer and not a little proud.

¶ Let Men's Wear Review see how your window compares with those trimmed by others. Let Men's Wear Review know how it pulled.

¶ To the subscriber who sends in the Best Window of the Month we will send:

¶ *A cheque for* $5, *plus* $1.50 *to pay cost of photographing.*
¶ *We will also pay* $1.50 *for all other photographs accepted by us.*

¶ This is to be a Monthly Competition.

¶ For December we expect to get Christmas Windows, but we don't insist on these. Your window will be judged on its sales securing powers, for the line shown, and the business as a whole.

¶ We don't care if the display is of suspenders or ties — clothing or shaving soap—or of all these things.

¶ Our Managing Editor, our Editor, and the head of The MacLean Publishing Company's Art Department, will be the judges. They will take all points into consideration—Size of window, etc.

¶ *Don't let anything stop you.*
¶ *Arrange your best trim.*
¶ *Get it photographed.*
¶ *Then send photograph and description of trim, and the business it drew, to Men's Wear Review,* 143-153 *University Ave., Toronto, by Dec.* 14*th.*

¶ Merchants send your own window.

¶ If one of your clerks trim for you, urge him to send a photograph.

¶ Stand by your clerk. Encourage him in his work. He'll stand by you.

Remember the last day for receiving these pictures—December fourteenth

MEN'S WEAR REVIEW
143-153 University Avenue ∴ Toronto, Ont.

WHAT IS BEING SHOWN IN MONTREAL SHOPS . . . .

By MACLEAN, MONTREAL

WITH the arrival of Winter, the sale of stiff hats has taken a slump, and once more the soft felt, and the green felt in particular, has things nearly all its own way. Early in the Fall, it looked as though the stiff felt was about to come back, but its new life was ephemeral.

The only new thing in the way of stiffs is a radical departure from New York in the shape of a square block, with a semi-flat brim. It is rather advanced for a Canadian city, but is said to be selling to the best American. This model resembles the semi-plug hat worn by elderly men, but has an added touch, which makes it exclusively a young man's hat.

Among the new arrivals for Winter there is a dark green soft felt of rather unusual dimensions. The crown is low—about 5 inches—and the brim is wide—around 2½ inches. It has a heavy pencil curl edge, and plain satin puggaree band, a shade darker than the hat itself the glossy appearance of which gives this model a distinctly new touch. There is also an Alpine model with a tapering crown, which has a flat curl on the leaf. The crown measures from 5¾ to 6 inches, and has a plain cord silk band, with plain bow at the side.

Shirts Dealers are Buying

It is idle to say very much about shirts, for there is very little new. Dealers declare this line has been hit rather seriously by the war, there not being half the quantity sold as two years ago, and what are sold are not half as fancy. Men are more sober in taste, and apparently are lost to exhibit extravagance.

One finds interest, however, in what dealers are buying for next Spring. They have implicit faith in soft cuffs, and purchases of some of the larger stores are in proportion of two-thirds soft cuffs, and one-third stiff cuffs. Economy is given as the reason, men being able to have the soft cuff shirts laundered at home. Patterns are mainly of thin stripes, and incline to staple design, avoiding anything that is loud.

Fancy vests are not in the same category as hot cakes this season, and few dealers are carrying large stocks. Quite a number of stores are showing sweater vests, suitable for men whose work keeps them outdoors. These are worn over the waistcoat, and are made from light and dark green mixtures of soft Angora yarn.

There is some demand for heavy white hose, but the big sellers as usual, are heather mixtures, the price of which has jumped to 65c and 75c. Before the war they retailed for half a dollar.

Bandana Mufflers Again

A variety of mufflers are being shown, many of them with fringes. The black and white fad has invaded this field, in heavy stripes. Better class stores are offering bandana silk squares in a variety of Oriental patterns. One finds too, mufflers about 12 inches wide and 42 inches long, with liberal fringe of mixed colors, selling for three dollars. Many stores find these attractive as Christmas gifts.

In high-class neckwear, silk squares at six dollars, large enough for three ties, are being introduced by certain stores with success. The customer is at liberty to choose his own silk, and to purchase only one tie, for which he is charged two dollars.

Recent arrivals of silk squares have black grounds with heavy stripes, but there are also pepper and salt grounds with neat colored dots worked in, either oval or circular, making an admirable tie for half mourning, or for afternoon wear.

In the cheaper lines of neckwear, natte checks seem to be about as popular as anything, these being shown in black and white, black and red, and in plain colors. Retailers may expect further combinations in natte checks, or basket weave as they are sometimes called. A well-known Canadian maker is introducing a line for Spring in which a large coin spot is worked.

A Different Gown

The majority of dressing gowns seen in the stores are of the two-tone effect, with shawl collar. Here and there is seen something different from the ordinary. A certain well-known haberdasher has a garment which will take the place both of a bath robe and a dressing gown, the goods being of medium weight, and of a brocaded pattern. The collar, two pocket welts and cuffs, are of a much lighter shade than the rest of the garment, but carry the same pattern. There is one smoked pearl button on each cuff.

It is difficult to say very much about collars, practically nothing new being on the market. The new collar of two months ago while enjoying a good sale, is not having the demand of a staple. Whereas a busy man will order a dozen of some of the older lines, he is content to take four or six of this more recent creation. It is noticed that the well-dressed man is buying a collar with square tips, and with very little opening.

Wool slippers are being shown for Christmas. A dealer who ordered a dozen pairs this week, disposed of ten in a few days. When he phoned in a repeat order, he found that his price to the consumer would have to go up a quarter. A year ago these slippers sold for $1.75; now they are bringing $2.50.

Maclean, Montreal.

WITH OUR ADVERTISERS

A. Harry Wolfe, manufacturer of military equipment, Montreal, is putting on the market a new and what promises to be a very useful invention at the present time, in the shape of a portable kitchen for military or sporting use. It is called the "K. K. K." "Khaki Kit Kitchen," and consists of stove, broiler or toaster, mess tin, frying pan, and a supply of "canned heat," which provides the fuel, all the articles fitting into one another, so compactly that it is only seven inches high and weighs three pounds and can be slung on the ordinary Webb equipment or soldier's belt. The stove is lined with asbestos and neatly covered with khaki and is so constructed that it shows no light and may thus be used anywhere at night without being seen. It would also serve a useful purpose as a hand-warmer in the trenches.

WHAT IS BEING SHOWN IN TORONTO SHOPS . . . . .

By MACLEAN, TORONTO

THE colder weather is now swinging well into its stride, and men are beginning to look about them and decide what they are going to wear for Winter. The Fall has been on the whole a fairly good selling season, but most of the shops are now showing Winter goods, and they tell me that business is generally very good.

Crepe Mufflers

I saw a very neat thing which attracted me the other day in Eaton's annexe. This was a muffler made of soft and very beautiful crepe, and the design was a tapestry or Persian effect. This was in very rich colors; all sorts of greens, yellows, nice, rich, red browns and so on, and it has the usual tassels at each end. I am not just sure whether crepe de chine mufflers are entirely new, but I was certainly very much impressed by the feel of one of these. It is a very nice, soft kind of wrap for a man to wear round his neck, and on the whole, I should judge,—although we don't know yet, of course—that this sort of thing will sell better than the heavy wool muffler which had considerable vogue several years ago. By the by, in the same store, I saw some foulard mufflers. These are pretty nearly the same thing, so far as design and general make-up are concerned, but foulard does not have the soft, 'comfy' feeling which crepe de chine gives. On the whole, I think I prefer the crepe.

A New Fancy Vest

Mr. Hickey, in whose window you may usually see things which are specially designed for young men and which are up to the minute, is displaying a very nice thing in a fancy vest. This is of a dark, reddish brown, a very rich color, and here there is a little design after the spot fashion worked in a very unobtrusive purple. The harmonizing propensities of purple and brown are well known and when the purple is subdued it is certainly a dandy combination. Anyway, this looked mighty nice. The vest itself was cut rather lower than we have been seeing them and had a long collar. It was, of course, single-breasted. I doubt whether a double-breasted one in this particular kind of cloth—a sort of Saxony—would have looked as well.

Shirt and Scarf Harmonise

I was very much impressed by an idea which is being demonstrated now in Bilton's window, this is that the shirt and scarf should harmonize as to color. In this connection Bilton's are displaying some shirtings—and along with the shirtings, just loosely thrown over them are ties in colors that correspond. For instance there is a mighty nice thing there in a cambric with a purple stripe at intervals of about one inch. The tie to match this is purple with a little black and white edging to match the shirt. The same thing is worked out in the case of a green and also a brown shirt and tie. When I was down in New York recently, some of the people down there were telling me that this was an idea that was catching on greatly; that of having the tie and shirt correspond and no doubt if it is worked out well it looks mighty good.

Mr. Score is showing very nice winter overcoats and one among them took my fancy. It is just a plain green of a fairly vivid hue and yet an unusually soft shade. It would stand out well and make people give a second glance at the man who was wearing it. It was in a sort of frieze, and the style of it was very much after the loose. The coat was a fairly long coat, no belt of course, and a nice wide cuff on the sleeve. It is a conservative coat so far as the lines of it are concerned but the color is the thing which attracted me.

It's no good for the hat people to come out every year and say that velours are absolutely dead because there is a certain class of man who always likes to wear a velour hat. In response to this demand there is more than one store at present showing them. Dineen's and Fairweather's are both displaying velours in their window. There was one shade of green there that I liked very well. It was a very light green but of the softer kind, and very far removed from the olive or the pea green which is so often worn. A particularly nice brown, chocolate shade seems to be a favorite; black also was featured and one or two grey, although velours is a hat in which grey does not look very well; the character of the material goes rather against it. It should be more or less an attractive color. These hats are all of the Fedora shape and built on the usual conservative lines. A velours is one style which does not seem to alter so far as style is concerned, from year to year. They wear a great many of these hats in England and it may be that we are following the fashion here to some extent.

Many Gloves Fashionable

With regard to gloves I don't think there has ever been a season when I remember so many kinds of gloves were fashionable. Kid are, of course, a good thing for formal or business wear. But tan cape seems to be quite a leader as well. Hunter's window has some attractive showing of this and they are also displaying some mighty nice things in chamois. I saw a rather peculiar shade in gloves too in this window, by the by. This was almost a sort of creamy-pink. I don't think that describes it very well, but it is the best I can do. It is certainly a very unusual color for a man's glove. I see that one of the big stores in town, too, is showing a white glove with black piping, and this again I believe is in cape. It is for ordinary day wear. The store reports that, so far, they have got quite a lot of custom for this but I doubt very much whether it will ever be at all popular in the sense of popular, with the great majority. There may be one or two good dressers who like to have everything as it comes, a new thing every minute, who will like this sort of thing but I doubt very much whether the average man will be able to run to it. However it is certainly something different.

Maclean, Toronto.

A nice side line, which is not handled as much by men's wear stores as it should be, which appeals to their clientele only, is the safety razor. Many of the largest haberdashery stores in Montreal and Toronto handle this line successfully.

Gossip of the Trade

By C.W.B.

SOME weeks ago, I referred to a case in Ottawa where some shirts were inadvertently advertised by a local newspaper at eight cents each instead of eighty-five cents. The question was raised whether or not the publisher should be held responsible or not for loss sustained by the dealer in selling shirts at such a low figure. It appears that mistakes of this kind are not infrequent, and in many cases, the newspaper is held responsible for the whole loss.

A case was drawn to my attention this week where a Montreal newspaper made the extraordinary error of announcing a sale of Turkish rugs at 45c each. On the following morning, a hundred women besieged the department, each demanding a forty-five cent Turkish rug. A quick decision was necessary on the part of the management. They decided to make the sale at forty-five cents, and charge the loss up to the newspaper. As there were only six rugs, it would be interesting to know who got them.

I noticed a mistake in a Montreal newspaper this week which had just the opposite effect, i.e., instead of drawing a crowd, it repelled them. On a certain morning, the whole of the space used by Allan's, "My Outfitter," was taken up with an ad. for pyjamas at $8.50 per suit! They were described as "new velvet finished flannelette, soft and cosy, military style, with silk loops." The average man assumed they were something extraordinarily nice, but far too steep for him. I called up Allan's, and learned that the newspaper had made an error of exactly seven dollars in the price.

"Your Country Needs You"

Anything in the nature of a recruiting poster will attract a crowd of young fellows to a men's wear window. First of all, they are on the look-out for something that will inform them why they should fight for the Empire; it is a matter of interest to them all the time; they dream about it at night, they discuss it in the street car, and even hear about it from the pulpit. It is the only topic outside the war itself, and the store, be it a men's wear store, or a piano store, will attract his attention by a little ingenuity. A recruiting poster will attract the young man secondly, because he is a little sore at the audacity of a man who puts a poster on his window to the effect that "Your King and Country Need You." He will stop and read it though, and that's why a poster is good advertising for a haberdasher. It would not be so good for a grocer say, since the average man leaves the purchase of pork and beans to the women folk as a rule.

If one can introduce a joker into the poster, all the better. Arrange it so that the young man's 'amour propre' is not injured, and the better it will be for your business. That was the redeeming feature of a notice I saw on the windows of J. J. Hannan, 128 Peel Street, Montreal, last week. It was headed: "Are You a Man?" That scornful way of appealing to the manhood of England is so well known. Naturally I, and every one else, stopped to read it. In big type, down the centre of the poster, were the following words: "Your King and Country Need You."

As a matter of fact, it was a cleverly written appeal to enter Hannan's store and buy furnishings. Opportunity was taken of the recruiting appearance of the thing, to draw attention to the army requisites carried in stock, such as khaki shirts, khaki cravats, khaki handkerchiefs, khaki socks, swagger sticks, etc. This is how the appeal really read:

ARE YOU A MAN

who likes to be dressed well? If so, read this: It is no doubt

YOUR

ambition to get furnishings fit for a

KING

and if you will step inside you will be able to get everything you require. Our prices are right

AND

our styles and qualities are of the very best. There is no other store throughout the

COUNTRY

where you will be better treated than by us, and where you can get better value. We are one of the oldest established stores in the city. If you

NEED

proof of what we say, give us a trial and

YOU

will not be disappointed. Hannan's noted for the finest gents' furnishings in the Dominion.

ARMY REQUISITES

Khaki Shirts
Khaki Cravats
Khaki Handkerchiefs
Khaki Socks
Swagger Sticks
Officers' Canes
Waterproof Coats
Tan Walking Gloves

FOR MILITARY SUPPLIES GO TO

J. J. HANNAN

128 PEEL STREET

Next to Windsor Hotel

J. J. Hannan, of Montreal, must have been reading Men's Wear Review. This is seizing the military boom, and cashing in on it with a vengeance.

(Continued on page 58)

INEFFICIENCY IN THE WAR PURCHASING COMMISSION

THE way in which the war contracts for uniforms have been given out to manufacturers seems to reflect incompetency and inefficiency. The clothing manufacturers of Canada have been saying this for some time now, but apparently without effect. There have been vague rumors of somewhat slippery proceedings in connection with the dispensing of contracts for uniforms and there has been a charge, which has been reiterated again and again and quite recently at that, that there are in the country at present a great many uniformless recruits. This charge seems to be fair. That there is a shortage is plain from the hundreds of men walking up and down our streets and parade grounds, soldiers, but still wearing civilian clothes. At a recent meeting at the Arena, in Toronto, Sir Sam Hughes, the Minister of Militia, admitted that he was going on to recruit men without having sufficient uniforms to equip them at once.

The Government must have known there is and has been a shortage of uniforms. Why has it been allowed? There are clothing manufacturers enough in the country to remedy it. They have the equipment. They can do the work. Why, then, has the work remained undone?

In connection with this, Men's Wear Review decided to look into the case from all standpoints. Our representative interviewed several manufacturers. We give herewith a conversation which was typical. There are many of the most prominent manufacturers in Toronto and some in Hamilton and London, Ont., who share the same view.

"There is a shortage of uniforms," our representative said to this manufacturer. "Need that be, at this time?"

"No."

"How many garments could the manufacturers turn out a month, who at present are not employed by the Government?"

"The minimum capacity of such manufacturers in Toronto alone is 75,000 garments," was the reply.

"Then there are at least 75,000 garments which could be made and which would take care of the shortage in uniforms, not being contracted for at present?" our representative asked.

"Yes," said the manufacturer, "at least that number."

"But isn't it true that contracts have been given out as quickly as the cloth might be obtained by clothing manufacturers?"

"The cloth need not have held up the Government," was the answer.

"It is true there has been a shortage of cloth, but clothing manufacturers, having found that in ordinary business, have turned to the only other market, the United States, and bought there. The Government could have done the same thing and admitted the cloth duty free."

"One of the chief complaints," went on the manufacturer, "is, that while it is true that some contracts have gone to large and entirely reputable houses, it is also true that other contracts have gone to clothing manufacturers of a low grade who lack the equipment which makes (a) for first-class work; (b) for proper sanitary and healthy working conditions, and (c) a fair and recognized wage for work."

"It is further felt," went on the manufacturer, "that when many clothing manufacturers tendered on war contracts, their tenders although in some cases based on the lowest possible figure, were turned down without proper investigation of the reason for the price given, while in other cases where a lower price was mentioned in the tender, the contract was awarded though the Government should have been aware that the price at which the contract was given was such that it could only mean sweatshop work."

"What do you mean by proper investigation"? we asked.

"It is a fact that after a year and a half of war," answered the manufacturer. "It was not till three weeks ago, for the first time, that a representative was sent to look into the conditions of the equipment and factories of the clothing manufacturers."

"Then previously to three weeks ago the working conditions, the question of a fair wage and the question of sanitary workrooms, were not looked into?" asked our representative.

"No."

"What is the reason, to your mind, that you have not had contracts?"

"My price was not low enough, I suppose," was the reply, "to compete with the people who were getting the business."

"How did your price compare for price with others?"

"I don't know, but it was based upon the lowest possible figures. It was lower, both actually and in proportion, than the price paid me last January by the Government on a contract for cavalry cloaks," was the answer.

"What steps have you taken to get any orders from the Government?"

"When I thought that many of the bigger manufacturers, who were both able and willing, were not getting the business, I made repeated attempts to see the Chairman of the War Commission. I was not successful. After considerable time and trouble, I saw the secretary, but I could get little from him. He did not wish to talk, and resented any criticism."

"And," concluded the manufacturer, "there are men in my position who have gone to the trouble of altering their equipment, and re-arranging their factories, only to find that the expected orders did not come. Yet the country needs uniforms."

'Men's Wear Review' decided to look into the matter of these claims, which, incidentally, are made by a very large percentage of the clothing manufacturers of Ontario. In this connection a representative interviewed the Hon. A. E. Kemp, the Chairman of the War Purchasing Commission. Mr. Kemp is a man who has proved himself a singularly efficient business man and who has built up one of the biggest industries of its kind in the country. With him are associated Mr. Laporte of Montreal and Mr. George Galt, of Winnipeg, both of whom are men whose long business career has demonstrated their first-class business ability.

"It is suggested," said our representative, "that there is at present a shortage of uniforms in the country."

"Nothing of the sort," was the answer.

"If there were a shortage, do you know that at present in Toronto, Hamilton and London alone, clothing manufacturers who are not doing anything for the Government could turn out 75,000 garments a month?"

"Is that so?" said Mr. Kemp.

In answer to Mr. Kemp's question, our representative told him that certain manufacturers were complaining of the way in which contracts were awarded to some firms and not to others.

"They go to the firms who have the lowest tender," said Mr. Kemp.

"It is said that in some cases these contracts have gone to men who may have tendered at lowest figures, but whose factories are inadequate for good work and who have given the work out to be done at home under insanitary conditions," said our representative.

"I don't believe it," was the reply.

"Nevertheless the manufacturers seem to be sure of their ground. They can give instances where clothing contracts have gone to manufacturers who, according to sanitary conditions alone, should never have had them."

"Well, if any of the manufacturers have complaints to make, let them come to me and make them," said the Minister.

"When contracts ceased to come to some manufacturers who expected them," our representative said, "they were told, upon application to yourself or to the secretary of the War Purchasing Commission, that a shortage of cloth was the reason."

"That is so," said Mr. Kemp.

"Could not the Government have relieved the tightness, in this case of acute need, by importing cloth from across the border?"

"If we had done that we should have had every Canadian cloth manufacturers up in the air at once. As it is, every yard of cloth has been made in Canada," was the response.

To the question as to why 18 months have elapsed from the declaration of war before the Government had conducted any examination as to the equipment of the clothing manufacturers, Mr. Kemp returned no answer at all.

"The contracts on uniforms in every case," said Mr. Kemp, "have gone to the man who tendered lowest. If any of the manufacturers feel they have not had a square deal let them come to me and say so."

Mr. Kemp added one statement which was particularly important. He said, "Most of the fellows (the manufacturers) will be all right in a short time. Most of them have come down in price and they will be taken care of."

"Does that mean that further contracts are going to be awarded?" was asked.

"Yes," said Mr. Kemp, "in about two weeks."

Our representative went to Ottawa and interviewed an officer of the War Commission, of which the Hon. A. E. Kemp is chairman.

In discussing the shortage of uniforms, our representative pointed out that the Minister of Militia has recently practically admitted it.

The official said, in reply, "Possibly there are not enough uniforms for every recruit. But there are enough for everybody that goes overseas."

"Then it is possible that many of the men training here have not got uniforms yet?"

"Yes, it is possible, but I shouldn't like to say. Besides, a man can just as well drill in mufti as in khaki."

"Yes, but he feels a whole lot better if he is in khaki," our representative suggested. "And as a recruiting resource it would seem to be better for the men to be put in uniforms as soon as they are recruited."

"I don't agree," said the official. "Anyway, if the uniforms are short it is the Militia Department you should talk to. They send a requisition to us after getting the same from the different quarter-masters, and we fill these requisitions."

"Have you filled all of them?" asked our representative.

"Most of them," was his reply.

"Then not all of them are filled?"

To this there was no reply. With regard to the dispensing of contracts the official said: "The contracts went only to the lowest tenderers, irrespective of anything except their ability to put up a marked cheque for the price of the cloth."

"Do you know," said our representative, "that contracts are said to have gone to manufacturers totally unequipped to take care of them; who are having the work done at sweat-shop wages, and under bad sanitary conditions, which might be calculated to breed infection?"

"There may have been some mistakes in the giving out of contracts," said the official. "But these, if any, were due to the fact that we were new to the game and did the best we could without, perhaps, what would have appeared to be best had we longer to consider it. You must remember that we had to do everything in a hurry."

"Isn't it a fact that contracts have been given out before the factories were inspected?"

"That is due to the fact that we had no time for inspection," was the reply; "the men wanted uniforms; it was a matter of urgency. This urgency justified the risk and the haste. I admit that, in that haste, contracts may have been given to some men who should not have had them, and will not have them again. You must remember that this war commission is only a few months old. In two months after we started we had given out the contracts for clothing. The Militia Department was calling for uniforms, and we simply had to rush them through. There may have been mistakes, there were mistakes, but these will not happen again."

"Can you tell us how the inspection of factories is conducted?" asked our representative.

"That is done by the Specification and Inspection Committee under the Minister of Militia," was the reply. "There have been inspections recently in the factories, and we are now in better shape to know the exact capacity of manufacturers. There are over 200 manufacturers of clothing in Canada who have tendered," went on the official. "Some of these were asked to tender; others sent in their tenders without being asked."

"I do not think there are 200 big clothing manufacturers in Canada," said our representative.

"Well, if there are not," was the reply, "I should welcome a list from anybody in authority which would tell me definitely how many reputable clothing manufacturers there are, and just who they are," said the official.

Our representative asked if it would be possible for him to see in detail the method of dealing with the contracts after the tenders have been received.

"Our method," said the official, going into detail, "was to send out a letter asking all these men to tender on different contracts. Before we did this we made ourselves acquainted with their credit basis. Then we simply awarded contracts to the lowest tenderers in every case."

"Has not that been the fault of the system, that the only thing which has been required is a current rating that was O. K. and a low tender?" queried our representative.

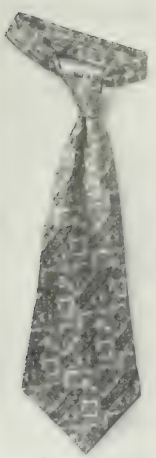
He pointed out that other things might have been taken into account, too, such as, for instance, the abilities of manufacturers to turn out the goods under proper conditions of time, and paying their workmen the requisite wage, and seeing the factories were sanitary and in every way satisfactory.

"In view of the urgency of the case, we had not time," said the official, "to do as you suggest. I admit that it would have been better, and in the case of other contracts awarded we have had out an official for the last two weeks looking up the equipment of the different clothing manufacturers."

Our representative mentioned to the official that the Government had urged the shortness of cloth as a reason why contracts had not been given out in some quarters.

(Continued on page 50)

NECKWEAR



The Arrow Neckwear Company have a nice thing in a tapestried silk in half a dozen shades.

A WELL-KNOWN Canadian manufacturer of neckwear has supplied us with details regarding silk from which he will manufacture his spring line. Samples of a few of these are shown herewith. The first of these is a five-tone warp stripe, on a jacquard pattern. The pattern runs through the dark ground, and shows distinctly in the lighter tone stripes, the color of the pattern changing to harmonize with the color of stripes. There is a large range of stripe colors. In one case there is canary in the centre, bounded by cerise, which are bounded by Alice blue, the ground being dark brown. Other grounds are cardinal, navy blue, purple, marine blue, and dark green, with stripes to match. For example, in the case of the dark green ground the stripes are light green in centre, bounded by light tan, which are again bounded by Alice blue.

The second sample is a large check, in different colored ground combinations, representing Scotch plaid ideas. The wide stripe is in three tones, and the warp stripe in smaller widths of three tones. The third is a satin all-over pattern with black and white wide warp stripes, the ground color appearing through the spacings of the black and white stripe. The stripes are black and white throughout the range, the ground colors being red, green, navy and brown.

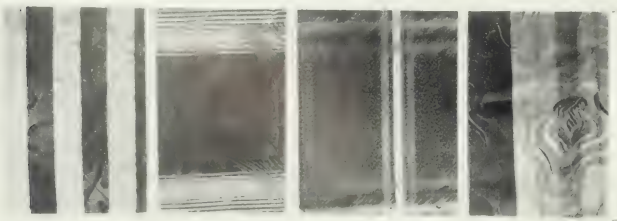
Number Four is a two-tone satin warp stripe, with two figures in different combinations appearing on the stripes. This is made up in pink and maroon, canary and seal brown, navy and slate, purple and slate, marine and Alice blue.

Black and white have been good for a year now, but there are new ideas for next season's trade. An example is seen in No. 5, which is a black and white warp stripe, with Jacquard pattern appearing through the entire goods, the pattern being the same color as the stripe. The latter are ½ inch wide, but the pattern design varies for different goods.

A new stripe effect and a tapestry in rich dark reds, greens and blues. As a gift for "him" at Christmas a tie or two in a suitable box is mighty hard to beat. Shown by William Milne, Toronto.

The trade can be on the look out for a number of new ideas in mogadores or grosnoble cords in stripe combinations, running from quiet effects to real bold ideas. In mogadores the bold or sporty effects are expected to be the big sellers.

For Spring, printed failles in small designs, large corn spots, and small polka dots are expected to be strong. In the States, it is predicted that next season will be the biggest yet for this class of goods. In grosnoble cords, black warp stripes on white ground will be in demand.



Some attractive materials for Spring neckwear. Shown by Tooke Bros., of Montreal. The all-over patterns, varied here and there, and multifarious in design, are strong for Spring.

Good Copy for Xmas Ads

Here are three advertisements drawn up by an advertising writer for Men's Wear Review that should prove helpful for the Christmas campaign. Each is intended for single column, 7 inches—an appropriate size and shape for men's wear copy. Follow style of these suggestions in setting. For your convenience the illustration cuts may be purchased through Men's Wear Review at the low price of 50 cents each, postpaid. Cash must accompany order.

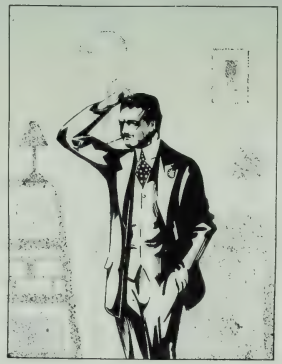
Here—

YES, "Old Santa" has delivered the goods from his big workshops all over the world and we are now showing them in the finest selected stock ever offered the men's trade of this city.

Everything for the man and boy

No matter what you have decided on for your father, brother or someone else's brother, you should suspend decision until you have seen our range of Christmas Gifts, chosen especially for our better trade. Step in tonight and see what we have of interest.

(Firm name and address)



Perplexing, isn't it?

If there is any one thing harder than another, it is for a man to choose a gift for another man.

A woman may not select to suit, but what's the odds, being a woman she's excused.

With our well-selected stock of men's wear: cravats, mufflers, suspender sets, jewelry, smoking jackets, dressing gowns, sweater coats, etc., you will have no trouble in making a suitable choice.

Our salesmen will be pleased to help you make your selections.

See our window displays.

(Firm name and address)

No Uncertainty

THERE'S no uncertainty about the reception your gift will get if you choose from our select stock for men.

If you're uncertain what to give "him," don't hesitate to ask our advice.

Our buyers have put forth unprecedented effort to assemble a fine stock of men's Christmas Gifts.

This stock is at your service. Step inside.

(Firm name and address)

TWO BITS

A retailer told us the other day that since his staff had left to go to the front he was so busy he hadn't time to sleep. The first day we heard this remark and was observed to be very busy indeed. He offered us his effort as a commentary. We take no responsibility for it or for his life.—EDITOR'S NOTE.

How doth the youth, mein's dear man
Improve the shining hour!
He's working overtime these days
And profits are his power.

His "boys" have left him, for the Front.
They go to do their bit.
And all the work he now must do
Nigh makes him throw a fit.

He's at the store at early morn,
And stays till moonbeams peep.
In fact 'tis said that underneath
The counter he doth sleep.

Ten minutes now for lunch he takes.
He can no longer stay,
For customers are trooping in,
Good times are on their way.

"I wish I were in Europe now,"
He cries, by details pressed,
"I'd help the boys to trim the Hun
With glee and joyful zest,

"Instead of sitting here alone,
And trying to surmount
The difficulties offered by
Net charge and trade discount.

"Those boys of mine their 'bit' have done"
He says when down he sits.
"But I, a necktie sold just now,
So I have done 'two-bits!'"

COMING BACK

The Shabby One: "Gee, some difference between you and me. I've had my clothes since war was declared."
The Well-dressed One: "Well, they can't last for ever! There's lots more new things inside—and they're expecting you."

Drawn by A. McIntyre.

OF A PERSONAL NATURE

Yeo & Son, of Stratford, men's furnishers, are putting in a new store front.

* * *

Jas. S. Rose is now located in his splendid new store on Fifth St., Lethbridge.

* * *

Mr. W. Ross is now stationed in the store next to Boscobell, next door to his old stand, in Sydney, C.B.

* * *

Mr. John Kitts, of Barry's Bay, has taken a position here as manager of P. Bulger & Co.'s gents' furnishing business at Eganville.

* * *

The Cooper Cap Company, of Toronto, had a shipment of tweeds on the Hesperian, which was lost on the Atlantic. They have good stocks on hand, however.

* * *

Captain F. J. Coderre, O.C., "B" Company, 54th Regiment, Sherbrooke, a partner in the firm of J. A. Robert Company, Ltd., has recently been promoted to the rank of major.

* * *

Mr. H. Tuck, who has been conducting the tailoring department of Dickson's, Ltd., in Stratford, for some time, has purchased the gents' furnishing and tailoring business of the late J. A. Macdonald, of Mitchell, and left for that town this week.

* * *

Mr. E. V. Pye, of the late firm of Whitney & Pye, at 110 Bank Street, Ottawa, has taken complete control on the retirement of Mr. Whitney from the firm. Mr. Pye's store is progressive and he is the right man to keep up the pace and increase it.

* * *

The John Forsyth Company, of Berlin, have been adding to their plant and to celebrate the fact they had a social gathering the other night at which about 200 were present. Mr. H. A. Hagen was in charge of the evening's proceedings.

* * *

Joseph A. Pratt, who has been engaged in business in Detroit, has taken over the management of the hats and furnishings department of Walter Jordan & Co., in Windsor. Mr. Pratt comes from one of the pioneer families of Sandwich East in that part now known as Ford City.

* * *

Mr. A. P. Snowden, who conducts a tailoring business in the Hanson block, York St., Sackville, N.B., has moved into another apartment of the same block. He is now to be found comfortably located in the corner apartment next to the office of Dr. J. H. Secord.

* * *

The Globe store in Empress, Alta., will be occupied by J. S. Herity, with a line of gents' furnishings and boots and shoes. Mr. Herity expects to open for business shortly. He formerly conducted a clothing store in North Battleford.

Two raincoat models, one in Paramatta, and one in tweed. Shown by Samuel Wever & Co.

F. C. Richards, secretary-treasurer of the Tip Top Tailors Co. and the Berger Tailoring Co., has given up his position and joined the 35th Battalion as a private. Although Mr. Richards has family ties and was almost indispensable to his company he felt after the sinking of the Lusitania that he could stay back no longer and so enlisted in the ranks of the 35th Battalion now at Niagara.

MONTHLY PRIZE FOR WINDOW TRIM

Can you trim a window? If so, you ought to get into our Monthly Window Trimming Competition. We offer a prize of five dollars for the best trim each month. And we will pay a dollar and a half for every other photograph we use.

You're trimming your windows for Christmas right now. If you have one you think is a cracker-jack, have it photographed and send it to me on or before December 14. *YOU MAY WIN THE PRIZE.*

Look for all details on page in this issue. And get in the swim and send your trim to THE EDITOR MEN'S WEAR REVIEW, 143 *UNIVERSITY AVENUE, TORONTO.*

KNITTED GOODS

ANY sign of wool coming down? or of a substitute for aniline dyes?

Nothing in sight in either direction is the report of manufacturers, importers, and all who are in close touch with the wool and dye situation. At the October-November wool sales in London, crossbreds that had dropped a little a month before came back strong and advanced 5 to 10 per cent. Merinos have been strong for months and are still going up. While the supply of wool does not fail, the knitting mills find themselves unequal to the demand, and war orders at this time serve to drive up yarn prices.

Experiments in dyes are being conducted continually and encouraging reports come from time to time but so far no real relief has been secured.

A knitting mill in Canada needed myrtle green in October; the price paid was $17.50 a lb. for dye that used to cost 60 cents. Blues cost $20 and $25 now that originally cost $1 a lb.

Mills are using vegetable instead of chemical dyes in large quantities and not only are results not as good but the process is far slower, two or three dips often being necessary instead of one. For cottons the situation is worse even than for wools.

Advances in wool yarns are being made weekly and even daily in some cases. The Review compared quotations of a large mill dated six days apart. In the one case the yarn in the grease was quoted at 63 cents; and black 10 cents more for dyeing or 73 cents; white, grey and khaki, 75 cents, and other colors 83 cents. That is the cost of dyeing had advanced from 6 to 20 cents for the latter since war broke out, and a few days after this date black logwood dyeing cost the same as white, grey and khaki.

In another grade the cost for black was 85 cents; a week later, 92 cents, while other colors of yarn went up from 95 to $1 per lb.

A peculiar situation developed at the beginning of November when the quotations of English mills were as high as several yarns being turned out by a Canadian mill, and without the 17½ per cent. duty being taken into consideration.

Sweater Coats at $21

Highest Price Paid by Canadian Commission Compels Liberal Use of Cotton—Complaints Over Method of Tendering

WHILE a number of Canadian mills have received orders for sweater coats, many are still waiting for contracts. One of the complaints made is in regard to the system of calling for tenders.

One manufacturer stated that his mill had received a sample—all wool—from the Government Commission and put in a tender for about $23 a dozen, with 60 to 65 per cent. wool. Some time later a reply was received that the offer was too high; that not more than $21 was being paid. This, it is claimed is for a sweater that is from 60 to 75 per cent. cotton.

"Why were we not asked to send in a sample of the best we could do for the $21?" this mill-man would like to know,—and many others with him.

That the quality of the sweater supplied the soldiers this winter will not compare with last year's, is claimed generally. It will contain far more cotton, in fact many of last year's were all-wool. This time, however, the yarn costs anywhere from 80 to 90 cents so that the allowance of $1.75 ($21) for sweaters would cover only the bare cost of the wool with nothing left for manufacture, were it an all-wool make.

A number of men's wear merchants, stock and sell both men's and women's sweater coats at Christmas time.

INEFFICIENCY IN THE WAR PURCHASING COMMISSION

(Continued from page 45)

He passed on, too, the suggestion that the Commission might import cloth from across the border duty free.

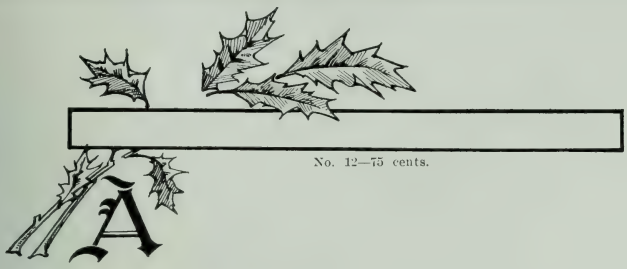
"Every yard of cloth used so far has been made in Canada," said the official. "We should have had the Canadian manufacturers at us right away, if we had bought any cloth over the line, and you know it."

The official went on to defend the Commission's policy of insisting on a marked cheque from the manufacturers for the value of the cloth before it was made up. "The Government," he said, "could not have millions of dollars' worth of cloth out all over the country without having some security. When delays have been caused and when the manufacturers have not received their second supply of cloth after having made up the first lot, and were required to put up a large cheque for the second amount, it was unfortunate. I admit that. But I question very much what other means might have been adopted."

"Moreover," he added, "if there have been some delays, I do not think it is under the regime of the War Purchasing Commission. Since the War Purchasing Commission has been in action such delays as you mention have not occurred. They may have occurred before."

Our representative enquired if some manufacturers had been asked to tender on larger quantities than others, and were thereby enabled to make a better price.

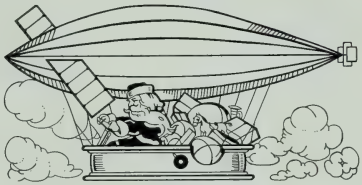
"That is not so," said the official. "It has sometimes happened, though," he said, "that if a manufacturer who is tendering says he can do the work in two weeks and another manufacturer says he will take six weeks for the same amount of work, we may have given three times the amount of work to the one man who can do it in the two weeks."



No. 12—75 cents.

No. 13—40 cents.

No. 14—50 cents.



No. 15—50 cents.

No. 16—50 cents.

No. 17—75 cents.

Increase the Value of Xmas Ads.

G. K. Chesterton once wrote goodness knows how much about the appeal of "little pictures." A picture in an advertisement catches the eye—then, if your copy is good, you've got the customer.

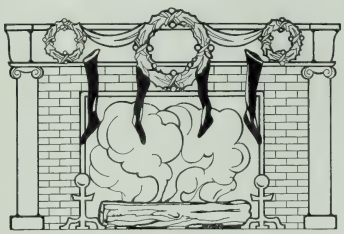
Put the Christmas note into advertising by the use of one or more of these illustrations. Advertisements will "pull" better.

Select the cuts you desire—order by number. Remit the price with your order.

Electros are sent carefully wrapped, postpaid. You can use them this year, next year and the year after. A good investment.

MEN'S WEAR REVIEW, 143 University Avenue, Toronto

No. 18—50 cents.



No. 19—50 cents.

No. 20—50 cents.

COLLARS & SHIRTS

THE sport shirt will be here with the bells on next Spring. It became very popular last year, and will be more popular next year. Experience has taught manufacturers several things, and it is probable that changes will be made in models for the coming season. There is something very daring about the shirt being put on the market by one of the largest makers. It has broad stripes, in helios, pinks, blues and blacks, and will be made with long sleeves.

The short sleeve sport shirt was made especially for tennis players, golfers, and others needing lots of freedom of the arm. In fact it was these sports that originated the idea of the sports shirt. Tennis players used to turn their shirt necks inside out of the way, giving a V-shaped neck, and the sport shirt was designed to overcome this difficulty.

However, the idea has taken on with all sorts of sportsmen, and with men who have no use for the short sleeves. As a matter of fact, there are more long sleeves selling in this country than short sleeves, the proportion being about two to one. On the other hand, in the United States, where the sport shirt has been known and worn longer than in this country, the proportion is reversed; there, sales of short sleeves run around seventy-five per cent., and twenty-five per cent. long. So there is no telling what may happen this year in Canada; the demand for the short sleeve may develop as men become more accustomed to it.

The firm putting out a striped sport shirt, are making their collar this year much less deep. It used to come over the shoulder like a sailor; this year it will not be so pronounced, but will button as formerly for street wear, and again with a large V-neck.

Line Withdrawn

It was suggested last month that makers were giving better values than ever in negligee shirts but that this was not likely to go on for long with the cotton market the way it is to-day. An example of a good dollar-and-a-half line of a colored stripe on a mercerized ground was shown, offered to the trade at $12. This particular line has been withdrawn by the makers, who claim that it could not now be duplicated for less than $15. To give an idea of the way material is going up, they cite examples; a year ago, whereas they paid 15c per yard for finished goods, they are now paying 20c for it in the grey. It is predicted by one maker that by June, stocks of material at the old price will be entirely cleaned up. This maker announced that he is coming on the market in a week or so with a new weave of cloth, of special value to sell at $1.50. It is a printed repp, the designs being especially neat. The structure of the cloth is the striking feature about it.

French Pique Scarce

There is a dress shirt on the market, not new, but gradually taking the lead in this country, embodying such simple features, making it comfortable in all postures. The lower half of the bosom is not attached to the bottom, so that it leaves the lower part of the body perfectly free, and permits the bosom to adjust itself to the position of the body.

Besides this shirt, there is a very good demand for mushroom bosoms, especially in the United States. The figured mushroom bosom is not moving as well as the plain. Plain French pique is one of the leading dress shirts this year. French pique, however, is made in St. Quentin, France, which place has been on the German side of the line for the past fifteen months, so that it is unlikely that any French pique will come here for some time. Thus French pique is bringing high prices.

Flannel Shirts High

Retailers who did not purchase flannel shirts for this season are kicking themselves, not because of

Two of the dandiest sports shirts ever! The material is soft, beautifully white and good-wearing. The shirt at the left may be worn higher and the collar will take a tie. The right-hand shirt is not adjustable to any other shaped collar. These shirts, known as the "Country Club" are made both in full and half-sleeve and one is as popular as the other.

the demand, but on account of the high price they are now bringing. French flannel shirts made up from taffeta are bringing $30 to $36 a doz., while an unshinkable flannel, something on the lines of viyella, though at a lower price, are bringing $24 a doz. Moderate priced grey flannels are practically off the market, and dealers who have stocks are not exerting themselves to make sales. At the present price of flannel they claim it is impossible to make up a line of grey flannel shirts for less than $15 per doz.

Railroad Shirts

Makers of working men's shirts are particularly hard hit, owing to the dye situation and the high cost of cotton. Many leading American mills have withdrawn the majority of colors already, and all goods containing indigo dye has gone up three to five cents per yard. Retailers, we understand, will have to pay higher prices for these goods right away, particularly on railroad shirts, prices on which have already been advanced by the makers. The latter have been jumped as much as three dollars per dozen. In fact, anything at all containing indigo, will undergo a considerable advance.

Now As To Collars

In our last issue, we showed a cut of a black edged collar, which was put out with the express purpose of linking up with the demand for black and white ideas, which are expected to be strong again next season. Here and there doubts were expressed as to this collar's future. It was, therefore, a matter of gratification to the makers the way this collar "took on" in the city of Montreal.

It was admitted, even by the manufacturers, that the collar had a rather sombre appearance. To overcome that, and at the same time retain the original idea, the bound border is being replaced by black piping, which has already made an appreciable difference to the sale of this collar, which is without doubt one of the most striking novelties of the season.

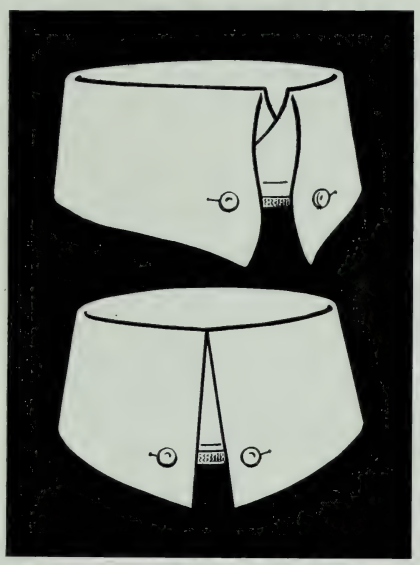
Light Weights Strong

Light weight collars, which have been dealt with in former issues, and are almost a Spring collar, have caught on wonderfully, especially one model, which has long points, with links. This collar is made of two-ply cloth and a three-ply band, and has a small V opening at the neck, giving it the name of "pinch neck."

Another manufacturer enters the field at the end of this month with a light weight collar, which differs from other lines in that it is made from 3-ply cloth. The maker claims that three-plys are necessary in order to catch the starch—that two-ply would be no better than paper.

There are several defects in this collar, pointed out by the maker himself, which may militate against its success. First, there is a danger of the Chinaman mistaking it for a soft collar, and treating it accordingly. The second difficulty will be with the button and tape, which it is necessary to pass under the tie, and to pass the button (which is not a small one) through the laundered hole. When the wearer has bent the corner of the collar out of shape half a dozen times, he will likely get mad. However, other makers have various designs on the market, some of which may overcome these difficulties.

In the ordinary shapes of linen collars, while the extreme cutaway is still selling well, the big seller is a moderate cutaway.



Two new shapes in collars shown by Tooke Bros. of Montreal. The collars are light weight and may be worn in either summer or winter.

For Spring and Summer shirtings de luxe. These shown by John Forsyth Company are hard to beat. Made in green, blue and mixture stripes, at wide and conservative intervals. The shirts are of light weight and beautiful texture.

SUITS & OVERCOATS

THERE is a disposition in some quarters to make the suits for next Spring selling a little bit on the formal side. This is altogether natural in view of the fact that both London and New York have swung back to conservative styles, in some sort, and, as readers of our paper will have noticed, for the last two or three months the trend in New York is towards an in-between suit, something between the freakish tightness of last season and the absurd fullness of four or five years ago. Models at present being worn in New York and, indeed, in Canada, are more conservative than last year, but nothing like as outlandish, of course, as those of four years ago.

We show a model on this page, however, which is roomy about the shoulders and which has little waist. This is made in Eastern Canada and is an attractive model in many ways for a man who would be well dressed without being in any way noticeably different from anybody else. It is exactly the sort of suit that is wanted. The cloth is a very nice grey check, inconspicuous and dressy. This suit is also remarkable for the fact that it is one of the first products for Spring which shows the trend now noticeable over the border, and that is to do without the cuff on the pants. These trousers, which are of a conservative width, neither narrow nor excessively wide, hang gracefully over the boot, but are not finished with a cuff. There is a tendency in many quarters, we find, for retailers who have determined what their customers will want, to ask for suits without the cuff on the pants, and, of course, no cuff on the sleeves at all.

Three-button Fastening

This suit, too, is a little different from many in its lapels. These are again very medium and are in the main fairly high for a suit, leaving a three-button fastening. This may be worn with the two bottom buttons fastened, but it looks better with the three buttons fastened. In this connection, it seems that we are swinging round again for Spring and Summer wear to a three-button fastening. It will be remembered about three or four months ago we cited instances from different manufacturers who say that in time, within the next few months or a year at most, we should probably come to a suit with four buttons. The tendency for the long, sloping lapel has about run its course. Gradually, by stages, we are getting back to the higher lapel which, of course, means more buttons on the coat. The writer, when in New York a few weeks ago, noticed that several of the model stores down there had one or two featured on this line, although, of course, there are not very many. Nevertheless, as we say, we think the long and narrow lapel has had a good run and we are getting back a little bit to the shorter and higher one, without, however, getting the extra width, which would naturally follow. About one year ago now the exceptionally wide lapel was in vogue, but it did not last more than a few months. At that we question very much whether the really smart men took it up. We are talking now, of course, of the exceptionally wide lapel.

A conservative but attractive Spring model. Shown by John W. Peck & Co.

Demand for Evening Dress

Right about now the trade is experiencing a demand for evening dress goods. On another page in this issue we describe full dress from top to toe, both in picture form and also in letterpress. The men's wear man who handles evening dress goods will do well just now to display them. This is the season of parties, balls, receptions, and dinners, etc., when a man begins to want either to renew his evening dress suit or to get a new one. It is good business at this time to advertise evening dress, if you handle it, in your ads. in the daily papers and also do some circularizing work in connection therewith.

There is one good thing about evening dress sold this year. It is made upon exceptionally conservative lines—as our detailed description points out elsewhere—and the man who buys one this year will be able to wear it for three or four years without being out of fashion. This is undoubtedly a point for a good many men who feel that they cannot get a new evening dress every year. They will be singularly lucky in buying one this year. If they bought one, say, two years ago, it was then freakish in the extreme, whereas now it is conservative.

At the Varsity game the other day, by the by, there was a generous preponderance of loose overcoats.

BOYS' DEPARTMENT

THERE is certainly no department in a men's wear store which can do more at Christmas time in the way of extra sales by the medium of added attractiveness than the boys' department. The men's wear men should take particular note of this at this season of the year, and start in early to get effective displays, attractive prices, good slogans, and adaptable men to handle the boys' end of the trade.

The business in boys' goods is in pretty good shape. There is no line in which the useful present will be more acceptable than in boys' goods. At this time, although money is easier and there is less unemployment, the state of economy still lingers in the minds of parents, and where youngsters a couple of years ago would have got an engine or an air-gun or something like that, their mother this year will be disposed to give them, say, a new suit or something in the way of shirts. This should be catered to in both circulars and advertising. Feature in your ads. in the daily newspapers of your town the particular attraction in your store of boys and boys' mothers in the way of Christmas cuts; illustrate your ad. by cuts, showing the boys, and wherever you possibly can, appeal to the boys, especially in the newspaper ads. It is a mighty good thing to remember that boys are sharp, and when they are in their early teens and indeed younger than that they are awake and sitting up and taking notice.

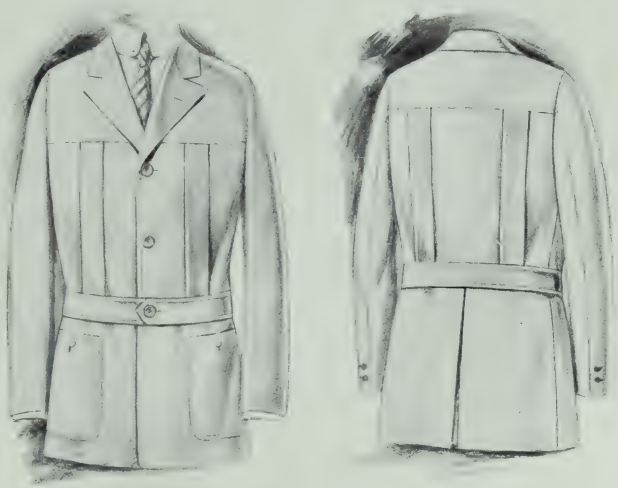
Get the Boy Direct

Some merchants in the past have found very effective at all seasons in the year a circular addressed to the boy himself. This might be done with specially good results at Christmas time. Send the boy a Christmas Card and on the back of it invite him to come to your store with his mother and look over something there in the way of a new suit. That will tickle the boy's fancy and his mother will think how thoughtful the men's wear man is to remember her boy at Christmas time. Half the success in handling boys' goods at Christmas is due to the way in which the campaign is conducted before you get the boys at the store .

Some merchants say the giving away system does it, such as watches, whistles, books, magic lanterns. This looks like a good suggestion and might be followed out this year in cases where the presents are fairly cheap, at the same time topical and acceptable.

Have Good Displays

Have a wide window for your Christmas displays. This will catch the eye of the youngster coming from school and thinking about Christmas things. Then he is just as liable as not to suggest to his mother that she takes him down to the store, look over what they have got, and it may result in a customer. With regard to trimming this window the manufacturers issue fashion plates of boys' clothing. Three or four of these would look good at the back of the window used as panels. Display Santa Claus pretty prominently on show cards and, if you can get it, in the way of a model somewhere in the window. Have the Santa Claus idea running right throughout the window. One merchant last year used with great effectiveness a series of price tickets for all the goods in his boys' window, on which was Santa Claus in all attitudes.



A Norfolk model, the chief features of which are slenderness, soft shoulders, lapels, and comparatively short waist line. It is a rather staple garment, and should appeal strongly to country trade. Shown by courtesy of Theodore Morre, designer, John W. Peck & Co.

A certain retailer told us the other day that he had planned to have for a special Christmas selling a series of boys' novelties not in the ordinary men's wear game. He said he was going to get in a line of books, and soft goods like leather and leatherette pocket cases, pocket books, special pencils, little tie pins and different articles of collar and shirt jewellery. This looks like a good suggestion because the idea and ideal at Christmas time is to make the store the market place where the customer may buy pretty nearly anything and everything, he or she happens to think of and a good many things they don't.

HATS and CAPS

IN the August and September issues of Men's Wear Review we dealt, as fully as was possible at that particular time with advance styles for Spring 1916, in both straws, panamas, and felt hats. It is now possible to elaborate a good deal on what we said then and also to show samples of some of the manufacturers' hats for Spring wear.

Taking straws first; the broad statement we made that, in general, the lower crown and the wider brim would be a marked trend still stands. Nearly all manufacturers are now getting out products which all show this same development. There are, however, one or two things new. First of all there is a novelty in a leghorn. This is a yellowish straw, and the hat is made in fedora shape. The band is fairly deep, the crown fairly high, and the brim may be either curled or uncurled. This hat follows very closely the fedora shape in Panama but the novelty about it is in the color of the straw which make a pleasing contrast to the number of white straws and white Panamas usually seen in Spring and Summer. The bow of this hat, by the by, is on the side and it is always, so far as shape is concerned, a fairly conservative hat.

The Torpedo Shape

To come to Panamas, there are one or two novelties too. For instance, three or four shapes are named the torpedo and this is because the hats slope upward—after the manner of some Panamas a couple of years ago—and the crown instead of being round to the shape of the head is distinctly more oval; indeed so much so that it resembles, or is supposed to resemble, a torpedo. As a novelty hat, this is the sort of thing that is liable to go well and we advise retailers to stock a few, that is just as many as they think they will require for men who buy novelty stuff. This will not, of course, be a general seller, that is to say, it will not take the place of the usual sennit or split straw, but as a novelty hat it is very chic and snappy and to some of the younger men this sort of thing would be distinctly welcome. A variation on the same theme, as it were, is almost identical except that the crown instead of being perfectly flat, as in the case of the first hat, is sunken. This is a little variation which perhaps makes even more of a novelty.

There do not seem to be any fedora shapes selling in Panama hats for Spring 1916. Readers of this paper will remember that they were fairly strong during last Summer but they were really for the more conservative dresser. At any rate so far we haven't seen any featured for Spring and Summer 1916.

The use of black as an edging on the brim is also another novelty for next year in Panamas and straws. We have spoken about this before. It does not seem to be progressing very much and at this time we see fewer of these hats than we did two or three months ago. Still they are indubitably showing, and doubtless they will do well in the novelty class.

Not Staple Lines

Retailers should note that these last three or four hats we have described are distinctly novelties and are not main or staple lines. It would be unwise for us to urge the retailer to buy heavily on this sort of thing, because there will only be a limited demand for it. Nevertheless the manufacturers expect and, quite likely, there will be a demand for it and particularly from the younger men; therefore we advise a careful selection and a limited supply which should prove quick sellers. As novelties they are undoubtedly some of the nicest things we have seen for some time.

Now to come to felt hats, the main trend so far as we are able to observe at this moment is towards the two-tone effect, that is to say the crown is of one color and the band and the brim and underneath the brim another color. Let us illustrate this.

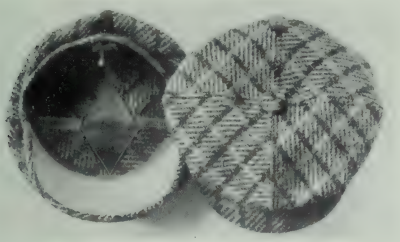
The Two-tone Felt

On this page we are showing a hat which is of a pearl-grey color, so far as the crown is concerned, but the band and the top of the brim and the under part of the brim and indeed the lining are all black silk. This two-tone effect is shown in several shades. For instance there is pearl-grey and black, pearl-grey and serge-blue, pearl-grey and green, pearl-grey and metal shade. Then there is also a light tan with a deep brown and some lighter greens with darker greens. These two-tone effects, we think, will be strong. They should be bought now in the Fall and tried out so that

Four Spring and Summer hats shown by Vander Water, Wart & Brown. From left to right: (1) *A leghorn straw;* (2) *a new black and grey two-tone combination;* (3) *a Panama with a torpedo crown, and* (4) *a puggaree band on a buff-colored felt.*

the retailer may have some idea as to the number he will want for Spring selling. Here again this two-tone effect is a distinct novelty in hats rather than a staple. As, however, it is something entirely new and yet pleasing and something that will attract men of all ages, we suggest that the retailer will find it an easy thing to sell.

In all cases in this two-tone effect the hat is a fedora and of conservative style. The bow is at the side, and is neat and attractive; the band is rather deeper than for some time; the brim may be either beaded, pencil or welted. In



The distinguishing feature of these caps is the straw brim which is unbreakable. The caps are in rich, heavy tweeds. Shown by Cooper Cap Company.

some cases this two-tone effect may be enhanced and developed still further by the addition of a puggaree band in black and white coin spots. That is, of course, where underneath the brim is black and where it harmonizes pretty well with the general shade of the crown of the hat.

Then another thing in this same sort of hat is the three-tone effect. We only saw one or two of these and we do not imagine they will be as strong as the two-tone, but for what they were they are very attractive. For example, one of these hats we have seen recently was pearl-grey with a black brim both above and underneath and finished off by a dark blue band of moir silk. This is distinctly a freak hat, however, and while it will be good for the young man who wants something snappy and different from everybody else, it will not have the general run that even the two-tone effect will have.

The Wide-awake

There is still another trend noticeable in soft hats and that is towards the wide-awake shape which gives a hint of carelessness which fits some men very well indeed. The hat is fedora shape so far as the crown is concerned but the brim is quite straight, not curled or pencilled at all. As an accompaniment the band is very, very narrow, sometimes not more than half an inch, sometimes not even that. This may be had in tan, fawn, and some greens of a light variety, in each of which cases the ribbon is a black, forming just a little narrow black band all round.

Now as to shape: it might be as well to notice right now that drop-down stuff is quite dead. No telescopes or near telescopes will sell: these have had a good run and it is not before time that we revert to the fedora or Alpine shape. Generally speaking, it may be observed that the trend in these latter is towards a slightly higher crown.

Tweed Hats Too

This two-tone effect that we have described earlier in this article may also be found to be good in the Spring in tweed hats. These tweed hats are already selling heavily for Fall and Winter and most manufacturers prophecy a continuation in the Spring. A tweed hat in either Fall or Spring is a mighty attractive finish to a man's dress, because at that time we are supposed to be wearing tweeds and generally going in for walks, outdoor recreation and so forth, for which a tweed hat is distinctly **apropos.**

With regard to caps there is nothing very new in shape but it strikes us that on the whole they are rather larger, getting nearer to a style which was **taboo** in this country a few years ago. Some of these caps are made perfectly straight without the button in the centre; others have the button in the centre and we think that probably this latter will be the most favored at present. Heavy tweed is the general material. Some of these caps are beautifully finished and for outing wear we commend them to the trade as a good seller.

Eastern View Of It

Montreal, Nov. 15.—A visit to the stores of Montreal impresses one with the fact that many stores are not handling novelty, or, what is sometimes vulgarly termed freak stuff. Nevertheless, at these stores which make a livelihood by appealing to the smart young man, one finds the novelties which are in demand this year, and chief among them is the two-tone hat, straight from New York, which has a dark brim, with a crown of lighter shade. Usually the band is of the same shade as the brim. For example, we find a dark mottled green with a pearl-grey crown, a dark brown with a tan crown, and so on. These are selling at popular prices, and the stores which specialize in this class of stuff, are experiencing a good demand. There is a tendency, however, for the better class stores not to touch this class of goods at all this year.

In the more staid sections of the city, e.g., in the neighborhood of St. James street, the demand for soft and stiff felts seems to be about evenly divided. In soft felts, green is still the big seller—greens of all shades.

After greens, it is a far cry to any other shade. Blues

Two new ideas in two-toned felts for Spring selling, shown by Wolthausen Hat Corporation. Tan and black and grey and black and different tones of green make good looking and new hats.

are absolutely dead as far as the high-class stores are concerned. Browns are in moderate demand.

Pearl-grey had quite a good run during the early Fall, in fact, were very strong. Indications point to their return next Spring, some think stronger than ever. The shapes being shown for next year are very pretty, one style in particular having a flat brim, with very narrow edging of grey ribbon, and a black band. It is rather a big hat, measuring 5¾ by 2⅜.

WHAT THEY ARE WEARING IN LONDON

(Continued from page 38)

which an Englishman loves. The lapels were cut rather low and the corners slightly blunt and the shoulders slightly hunched. I don't think there will ever be very much in the way of new fashions in tweed suits. These are built for comfort and not for style and a tweed suit is one garment in which a man can afford to ignore the latest so far as style is concerned and sacrifice to comfort.

A Dead Collar

It seems to me that very few men are now wearing butterfly or poke collars for business. At one time, three or four years ago, a great many business men wore this kind of collar with polka dot tie. This combination seems to have disappeared so far as well dressed men are concerned, and in its place the double fold collar with the long tie has become almost the rule. This does not seem to be varied very much, although the other day I saw a collar worn by the Right Hon. F. E. Smith—familiarly known as "F.E."—and this collar was of the butterfly variety; it was a little different in that the points were sharp and long and narrow, that is, they came down making a sort of isosceles triangle rather than an equilateral. He was wearing a black knitted tie with it, with a pearl pin. I see, by the by, that he is made Attorney-General in succession to his friend and brother-in-Irish-arms, Sir Edward Carson, who has resigned from the Government.

There has been a revival here in the buying of the black knitted tie. About three years ago this was a positive perquisite of every well-dressed Englishman, but apparently it has had its run like everything else, and for a couple of seasons we have not seen many on well-dressed men. I presume that the necessity for mourning has been the main reason why black has become so prominent again, and in a black tie I do not know anything that is nicer than a knitted tie, unless it is crepe de chine. Certainly a knitted tie is more popular than a crepe de chine. The shape that seems to be the most favored is a wide tie about two to three inches across. This makes a nice knot and a flowing scarf. In connection with neckwear, too, while I am on the subject, I may just mention that purple is having considerable vogue in four-in-hand shape. This, of course, is also due to the necessity for mourning.

GOSSIP OF THE TRADE

(Continued from page 43)

While I was writing the above, my mind went back to the first two months of the war. At that time I was living in Winnipeg, and there were few stores (fewer men's wear stores), that did not have a war picture service for their window. What crowds these pictures drew! Not only were there pictures, but news bulletins. The success of the former brought the latter into being, and as a crowd maker, there was nothing to beat these two.

It occurred to me as I was writing, that I had not seen either the pictures or the despatches for months, and I thought perhaps this craze had never reached the Eastern parts of Canada. The office boy, however, assures me that it did. Then where, oh where, have these pictures gone? Did they suddenly cease to excite interest? I can hardly think so, for I firmly believe that if I were to clip a page from the London Illustrated News, or the New York Times supplement, and paste on the window of a hat store, I'd have a crowd inside of five minutes.

On the side, can any of my readers tell me why Englishmen wear spats? I have endeavored to solve several mysteries in this column. We did fairly well with spiffs; can any one help me with spats? I am told they will be worn this Winter by Canadians more than ever, owing to the fact that money is not too flush, and many sports have not sufficient to change from their low-top shoes.

ATTRACTIVE XMAS CARD SUGGESTIONS

(Continued from page 35)

card world and I can safely say that there is no branch of the work where more variety can be had. The different styles and designs are almost limitless. This card in particular shows a fancy "G" with two-tone green used to make it stand out; pale green for the background and darker green for the shadow of the letter. It is necessary that a white space be shown all around the letter.

This card shows a few leaves and a Christmas bell cut from a postcard. The bordering is one that was taught in last month's lesson. This style of lettering has not been taken up as yet, but is the work of the stub pen. A small brush would do the same work.

Christmas From Start to Finish

Card No. 6 is an exceptionally fine one for all classes of displays. It is Christmas from start to finish. The Winter scene with the holly entwined around it and the snow-covered letters, all make it a good card for any store. The snow scene was cut from a small picture and retouched with white to make the snow stand out more prominently. The spray of holly was drawn free-hand, not being copied from anything in particular. This holly should be drawn with the pen and waterproof ink and colored lightly with green and red. It should not be made as heavy as the holly shown in Fig. 1 because the scene is the main thing on the card and the spray must not detract from it.

Snow-Covered Lettering

The snow-covered lettering is an innovation in these lessons. The style of letter is the same as taught in previous lessons and as shown on card 4. After the lettering is made and dry, apply white to the top sides of the letters, having it hang down to give it a natural snow appearance. The shading is applied to make the work stand out in relief.

The illustration on card 7 was taken from separate postcards, the holly square from one and the birds from another. This class of showcard is exceptionally fine for dainty displays.

The letters at the bottom of this card can be changed to suit the firm for which the card is used.

AMBIGUOUS SIGN

In a Toronto store, on a stand full of umbrellas, is a sign, "Umbrellas, $1 up."

The other day a chap with a sense of humor strolled in and said to the manager: "They're $1 up, I see. How much are they down?"

"That's all right," replied the manager. "It's a good joke. A lot of fellows come in here to give it to me. And then they feel that they ought to buy an umbrella—the joke's worth it. That's why we keep the sign there. Which umbrella will you have? This one."—Canadian Courier.

KANT KRACK

Trade-Mark Registered

—the celebrated waterproof coated linen

COLLARS

are daily growing in favor with working and outing Canada. They hit the nail on the head, when it comes to selecting a collar that has the appearance of regular laundered linen, that withstands the inclement weather of the Fall and Winter days, that eliminates the laundry bill from its upkeep.

KANT KRACK waterproof coated linen collars give a service that cannot be overlooked by men of all classes, from the man on the farm to the man in the office, from the boy in school to the sportsman.

KANT KRACK Collars are made from the finest materials procurable and contain a number of features which are identified exclusively with them. They have not raised in price, even in the face of big advances in the price of raw materials, nor has the quality been cheapened.

KANT KRACK waterproof coated linen collars are made in *"one grade only and that the best." Sold direct to the trade. Made in Canada by expert Canadian labor.*

Remember the 3 K-K-K

Feature 1
Quickly cleaned with only soap, waterandsponge.

Feature 2
The heavy flexible lip.

Feature 3
The cemented and riveted lip

Feature 4
The long slit over back buttonhole

Feature 5
Absolutely waterproof but odorless

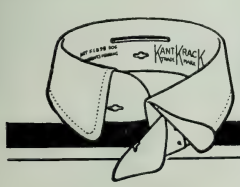
Feature 6
Made of fine waterproof coated linen.

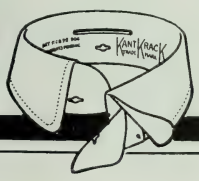
Feature 7
Have the appearance of regular linen collar

Feature 8
"One grade only and that the best"

The Parsons *and* Parsons Canadian Co.

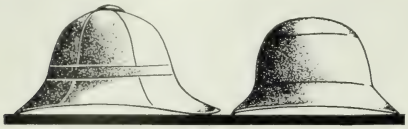
Makers of the famous
KANT KRACK *Waterproof Collar*
HAMILTON, CAN.





Odd Twists and Fancies in Men's Fashions

WILLIAM ROBERTSON, the well-known Montreal hatter, has come into considerable prominence lately as an inventor. Learning that a suggestion had been made that the British soldier be protected in the head by a helmet, he sets to work to apply his long experience as a hat-maker to a patriotic end. He made an exact facsimile of the cork model now used by the British soldier from steel. He then covered it with khaki cloth, and lined it with cork veneer.



William Robertson, of Robertson & Company, hatters, of Montreal, has invented a covered steel helmet for use by soldiers. At the right the steel shape is shown; at the left, the full hat, with the khaki covering. It is designed to protect soldiers from head wounds.

Mr. Robertson has thought out other means of protecting the lives of soldiers in the trenches, including steel fittings, which can be turned out in large numbers, and sent to the troops for use in their caps. One is a steel peak, and the other a band of steel for the back of the cap. He also had similar ideas for Scotch caps and fur caps. The steel helmet weighs a pound, whereas the unprotected helmet not used by the army weighs about half a pound.

The attention of the Department of Militia has been drawn to Mr. Robertson's creations, and they have asked for samples and estimates.

* * *

ANOTHER EVENING TIE favored has forked ends. It may be a little freakish, but it is certainly new.

* * *

ONE AMERICAN FIRM is giving away a combination watch and compass to the boy customer who is sold more than five dollars' worth.

An auto union suit. Shown by H. S. Peters, Welland.

YOU WANT THE BEST—ASK FOR

SWAN-RUSSELL HATS

WORN BY WELL-DRESSED MEN.

STIFF HATS SOFT HATS STRAW HATS CAPS GLOVES

Our Straw Hat Line for 1916 is the best on the market. We want your order. You want our goods. Let us prove it to you.

THE HOUSE OF SERVICE

SWAN-RUSSELL CO., 59 Bedford St., **BOSTON, U.S.A.**

BUTTONS—BADGES

EVERY DESCRIPTION

METAL and EMBROIDERED

BRAIDS and LACES

Swagger Canes

MILITARY EQUIPMENT

EVERYTHING NECESSARY

OFFICERS—RANK and FILE

MILITARY and GENERAL UNIFORM CAPS

Button Sticks

OLDEST AND LARGEST MANUFACTURER OF MILITARY EQUIPMENT IN CANADA

WILLIAM SCULLY

OFFICE — 320 UNIVERSITY STREET, MONTREAL, QUE. — FACTORY

Brotherhood Overalls

UNION MADE

Back view Auto suit or Union suit.

to fill the demand for an auto or union suit

This suit is a most practical improvement over the long loose duster—a real necessity to every auto driver, gives better protection, easily put on and disposed of after use.

What the auto driver wants is a suit he can slip over his best clothes to do any kind of work while on the road or in garage. Here it is.

There is a big demand springing up for this garment and every men's store in Canada should carry it in stock.

Order direct—we employ no travelers or jobbers. This saving of expenses put into "BROTHERHOOD" values. Write for samples and let us prove this to your satisfaction.

In answering this advertisement please mention that you saw it in Men's Wear Review.

Front view Auto suit or Union suit.

H. S. Peters, Limited, Welland, Ont., Can.

MANUFACTURERS

WOLFE'S

M.I.C. BRAND

NONE BETTER

MADE IN CANADA

Spiral Puttees

(PATENT APPLIED FOR)

Montreal, November 18th, 1915

Gentlemen:

I take this opportunity of advising you that I will commence delivery of my SPIRAL PUTTEE on or about December 1st, 1915.

It would be advisable to place all your orders immediately, as Raw Material is at a premium, the demands overwhelming, and I never know when supply will be cut off.

Guaranteed delivery for the present, only up to 5,000 pairs.

Yours faithfully,

A. Lawry Wolfe

To the Trade
CANADA

Readiness
Attention
Courtesy
Interest
New Ideas
Enthusiasm
System
Energy
Reliability
Variety
Industry
Co-operation
Efficiency

Two Big Departments For Men

DEPT. F

Underwear, Fancy Shirts, Working Shirts, Overalls, Smocks, Sweaters, Sweater Coats, Etc., Etc.

Staple Furnishings of Every Description for Men and Boys

DEPT. I

Collars, Ties, Sox, Gloves, Mitts, Suspenders, Umbrellas, Waterproofs, Etc., Etc.

Fancy Furnishings of Every Description for Men and Boys

At your SERVICE always.

WRITE,
WIRE or
'PHONE

Christmas Rush Orders Receive Special Attention

The Home of "HERO" SHIRTS OVERALLS SMOX, &c.

Alphonse Racine, Limited
Dry Goods Jobbers and Manufacturers
60 ST. PAUL ST. WEST - MONTREAL

Odd Twists and Fancies

Continued from page 60

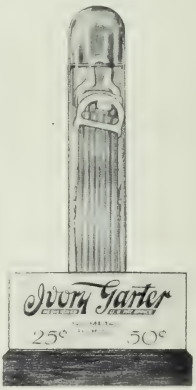
ONE OF THE newest things in the States is a little pocket on the glove, for coins, tickets and so on.

* * *

NEW YORK IS SAID to like the new split end evening dress tie, which shows the two contrasting colors of black and white.

* * *

THE IVORY GARTER TESTING TUBE is perhaps the most unique advertisement ever made to sell garters. The



first glance at it excites a man's curiosity and proves to him the non-rusting, non-corroding feature of Ivory Garter clasps. It is seven inches high.

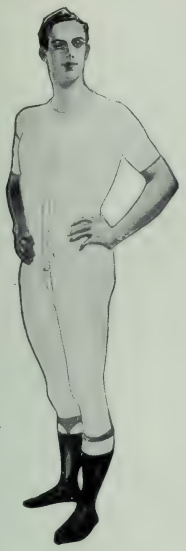
NO BLUFF!

A well-known shirt manufacturer, asked as to buying for Spring, says:—

"It is not necessary to dwell on any particular design or cloth so far as the buying public is concerned, since everybody knows that the important question is to get covered up so far as fast colors are concerned.

"It is gratifying to know that the trade is finally realizing that the manufacturer has not played a bluff in repeatedly calling the public's attention to shortage of dyes; and haberdashers are to-day making their closest estimates for 1916 wants and placing them with the manufacturer now. Of course there are a few who believe that they will be able to buy anything they want when the season is at hand but they will be sorely disappointed and probably not only take inferior colored cloths but also pay a higher price for cottons."

Mr. J. Lyall, who has been conducting the clothing and men's furnishing store of Teur & Moss, in Ashbourne, for some weeks, has left for Hanceville, where he will engage with Messrs. Temple & Tracy of that place.



THERE is all-round satisfaction with Zimmerknit Underwear. The customer is more than pleased with the comfort and service he gets. The merchant finds it a profitable line to handle because it brings the customer back again and again. Made in Canada by a purely Canadian organization.

Zimmerman Manufacturing Company
HAMILTON, ONTARIO Limited

Agents : E. H. Walsh & Co., Toronto; W. R. Begg, Toronto; A. R. McFarlane, Vancouver

ZIMMERKNIT

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Business is booming!

Toronto, Ont.

Merchants everywhere tell our 800 salesmen that business is booming.

Farmers have had a record crop, at big prices, with big demand at home and abroad.

Stocks of manufactured material are short, and labor is in great demand.
Exports largely exceed imports.
Factories are busy, a great many working overtime.

More freight cars are needed, and steamers are taxed to capacity.

Canada has, in proportion to population, greater exportable surplus of wheat this year than any other country in the world.

Millions of dollars are passing over the merchants' counters.

The people who spend this money want the best service.

They demand it in all kinds of stores, from the smallest to the largest.

They get it in stores which use our up-to-date Cash Registers, which quicken service, stop mistakes, satisfy customers, and increase profits.

Over a million merchants have proved our Cash Registers to be a business necessity.

Last month the N.C.R. in Canada had the largest sales of any month in the past seventeen.

President of the
National Cash Register Co. (Signed) John H. Patterson

Write for booklet to
National Cash Register Company
850 Christie Street, Toronto, Ont.
Agents in Every City

Stifel's Indigo Cloth
DATES BACK TO THE FIRST RAILROADS
ASK FOR OVERALLS, JUMPERS, UNIFORMS OF
Stifel's Indigo
STANDARD FOR OVER 75 YEARS

STIFEL'S INDIGO has a trade record that's valuable to you. Look for the name and trade mark STIFEL'S REGISTERED on the back of the cloth. It's a guarantee to your customers of the cloth that never has been imitated successfully.

Standard for Over 75 Years

Cloth manufactured by

J. L. STIFEL & SONS

Indigo Dyers and Printers WHEELING, W. VA.

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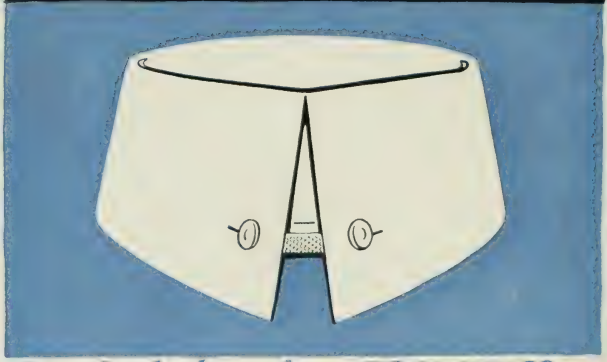
TORONTO .....14 Manchester Bldg.
WINNIPEG .....400 Hammond Bldg.
MONTREAL....Room 500, 489 St. Paul St.

Byron

a new lightweight collar from TOOKE



In checked madras BROWNING

One of a group of seven lightweight collars

just produced by Canada's foremost collar, shirt and neckwear manufacturer. Our new catalogue shows nearly one hundred other fast-selling shapes. Send for a copy to-day, and include a trial order for "lightweight collars."

TOOKE BROS., Limited

TORONTO MONTREAL WINNIPEG